

Campbellton - Cascade Corridors Redevelopment Plan

Section 2.0 **Existing Conditions and Analysis**



Organization of the Report

Executive Summary – This summary identifies the plan’s role in the city’s New Century Economic Development Plan and highlights the plan’s redevelopment impact.

Section 1: “Big Picture” Overview – This section provides a review of the planning process, market and economic development strategy, and implementation approach.

Section 2: Existing Conditions and Analysis – This section provides a detailed description of the study area context analysis for each corridor looking at transportation, land use, urban design, planning initiatives, and market trends.

Sections 3, 4 & 5 are structured as stand alone sections for each corridor. They describe the public process and visioning and defining recommendations, projects and implementation.

Section 3: Cascade Avenue – Recommendations & Implementation

Section 4: Campbellton West – Recommendations & Implementation

Section 5: Campbellton East – Recommendations & Implementation

2.0 Existing Conditions and Analysis

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Existing Conditions and Analysis

2.1 Study Area Context - South West Atlanta

2.1.1 Transportation

Cascade Avenue and Campbellton Road are important corridors in the context of Southwest Atlanta providing valuable east-west connections from I-285 to the in-town neighborhoods of Atlanta. While I-20 and Langford Parkway provide regional freeway connections into central Atlanta, there are only a limited number of other east-west connections including; MLK Jr. Drive, Benjamin E. Mays Drive, Cascade Road/Avenue, and Campbellton Road.

These roads will continue to face regional traffic pressure and certainly play an important role in the regional transportation network but, this role should always be balanced against the goals and needs of the neighborhoods and communities that these roads travel through. Cascade Avenue and Campbellton Road are important “community” corridors, as well as, “transportation” corridors and these two roles should be balanced.

Transit

The West End, Oakland City, and Lakewood/Fort McPherson MARTA rail stations play important transit roles for these corridors. Cascade Avenue and Campbellton Road are the primary feeder bus corridors for Southwest Atlanta, feeding into the West End and Oakland City stations. The role of the Lakewood/Fort McPherson station will become more significant with the future redevelopment of Fort McPherson.

The BeltLine

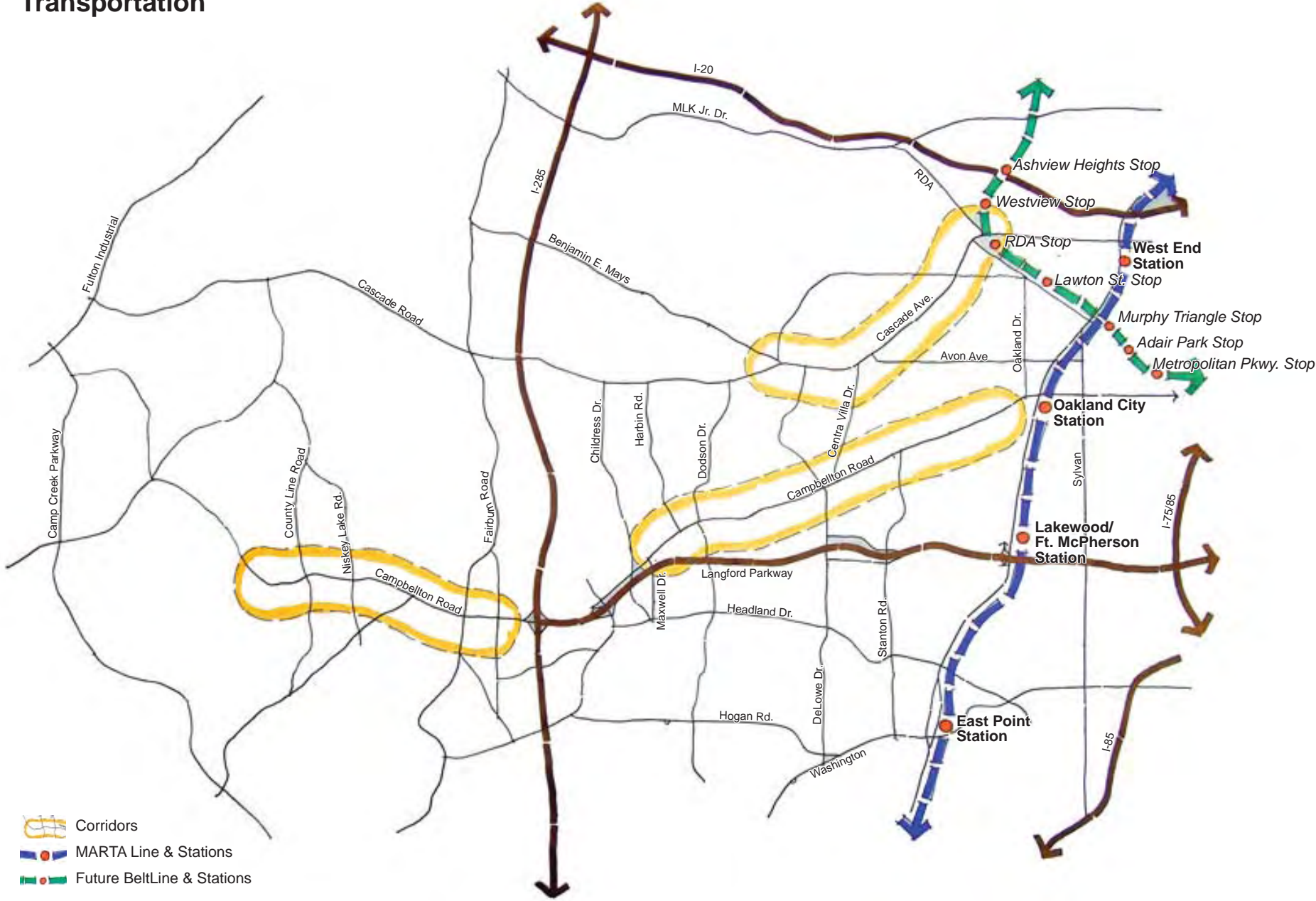
The proposed BeltLine will connect greenspace, multi-use trails, transit and new redevelopment along 22-miles of historic rail lines that encircle the urban core of Atlanta. The BeltLine route crosses under Cascade Avenue at the intersection of R.D. Abernathy Boulevard with a future transit station and potential redevelopment.

Table 2-1: Summary of Existing / Planned Projects in the Campbellton - Cascade Corridors Study Area

Project	Funding	Type/Description
Council Dist. 11 Intersection Improvements	\$274,355 (Quality of Life Bonds)	Crosswalk improvements on arterial & collector streets
Campbellton Rd. Signals	\$323,050 (Quality of Life Bonds)	Upgrade signals with system timing integration
Campbellton Rd. Sidewalks	\$160,000 (Quality of Life Bonds)	Sidewalks from Timothy to Venetian
Campbellton Rd. (East) Widening	\$12,078,000 (RTP 2030)	4-lane the remaining 2-lane portions of Campbellton East
Campbellton Rd. (West) Widening	\$15,225,000 (RTP 2030)	4-lanes from Enon Rd. to Butner Rd.
Sidewalks Around Schools Program	\$1,197,000 (total program funding)	Niskey Lake Rd. sidewalks
Southwest Atlanta Sidewalk Program	\$1,340,000 (program funding)	Cascade Rd. from Willis Mill to Delowe
Langford Parkway/Campbellton Interchange	\$18,000,000 (RTP 2030)	Redesign/improve interchange (Greenbriar LCI)
Greenbriar Town Center LCI		
Greenbriar Area MARTA Park & Ride	\$1,732,000 (QOL Bond)	Relocate park & ride from Barge Rd. to Greenbriar Mall
Childress Drive Sidewalks	\$400,000 (QOL Bonds)	Construction underway
Continental Colony Parkway Sidewalks	\$120,000 (QOL Bonds)	Construction complete
Hogan Road Sidewalks	\$100,000 (QOL Bonds)	Construction complete

Existing Conditions and Analysis

Transportation



Existing Conditions and Analysis

2.1.2 Planning Initiatives

The Southwest Atlanta Comprehensive Development Plan (1998) includes a number of land use, open space, and transportation recommendations that have been carried forward and reinforced in this plan.

The NPU-S Comprehensive Plan (2005) covers the eastern portion of Cascade Avenue and Campbellton Road and outlines a specific set of neighborhood revitalization, land use, transportation, and open space projects. Its recommendations have informed this planning effort, most notably the desire to revitalize the neighborhood commercial node at Cascade Avenue and Beecher Street, and neighborhood traffic calming.

The BeltLine Redevelopment Plan (2005) outlines the wide range of redevelopment opportunities associated with the proposed 22-mile BeltLine transit and greenway corridor. A tax allocation district (TAD) has already been approved to help fund redevelopment efforts along the corridor. A specific development node and transit stop has been identified at the Cascade Avenue and R.D. Abernathy Boulevard intersection.

The Oakland City/Lakewood LCI (2005) outlines redevelopment opportunities around the Oakland City and Lakewood/Fort McPherson MARTA stations on the eastern end of the Campbellton Road corridor. The focus of development around the Oakland City station establishes a pattern of mixed-use centers that influences the approach to redevelopment along Campbellton Road.

The Greenbriar Town Center LCI (2001) describes a vision for the redevelopment of this important commercial center in Southwest Atlanta. While major redevelopment has been slow in coming, the pending sale of the mall is an important step to-

wards reinvestment. This area will continue to be the primary location for focused commercial, office, and residential development, and redevelopment proposals for Campbellton Road will reflect this.

Prepared for the Atlanta Development Authority (ADA) the ***Comparative Analysis of Redevelopment Incentive Tools (2005)***, evaluates the potential/ability to utilize tax allocation districts in key redevelopment corridors relative to the impact of the Belt-Line TAD. The study generally concludes that there is available room for additional TADs even with the BeltLine, and that the Campbellton Road corridor is a strong candidate.

The New Century Economic Development Plan for the City of Atlanta (2004), spearheaded by Mayor Franklin, lays out a city-wide economic development strategy with a key goal to increase economic vitality in underserved areas such as Southwest Atlanta. The Campbellton Road corridor is one of six Development Priority Areas identified city-wide.

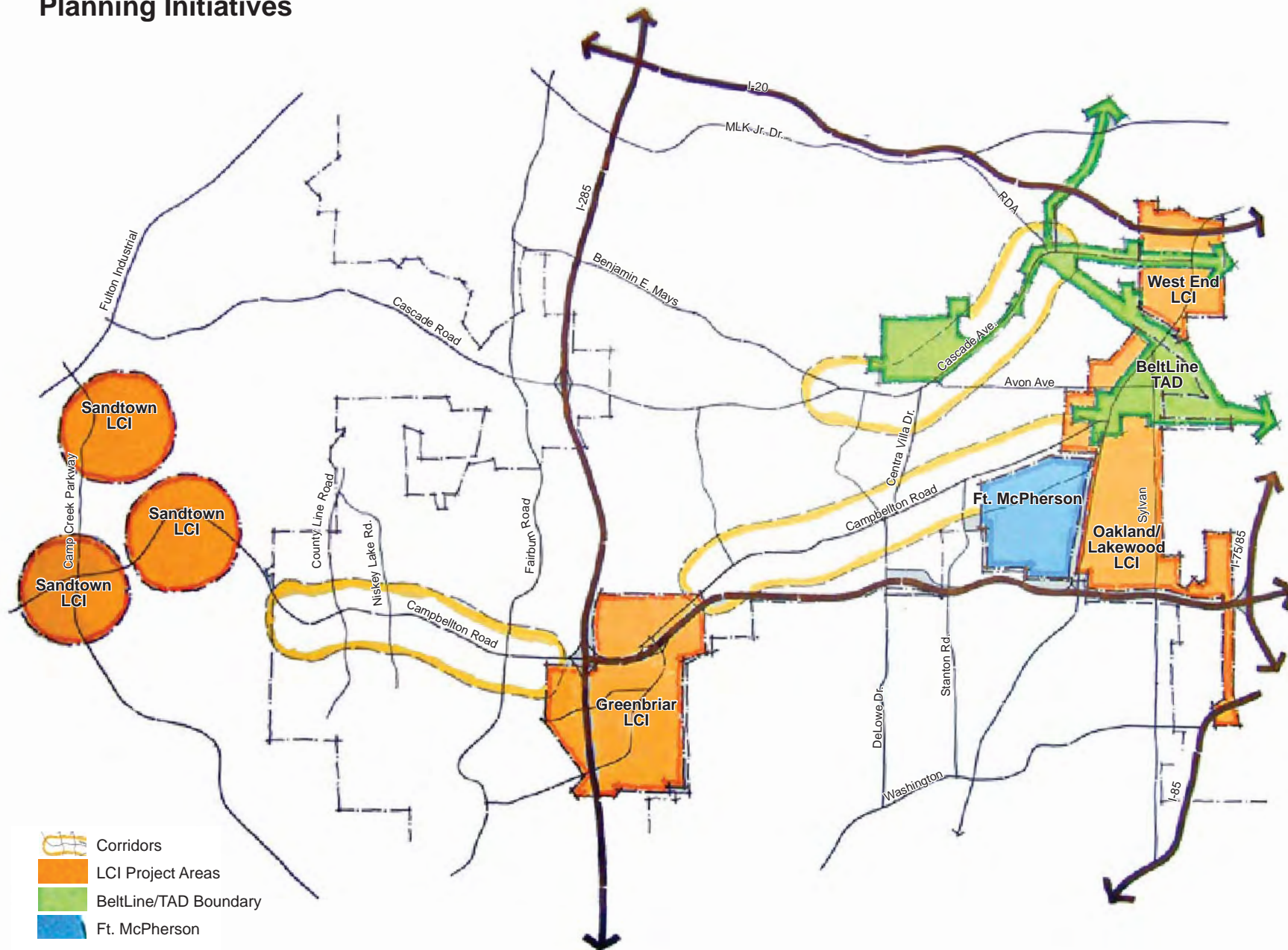
The Sandtown LCI (2002), prepared by Fulton County, outlines the vision for development along Campbellton Road west of the city. This plan focuses on three “villages” that concentrate development and manage growth.

The Campbellton Road Corridor Smart Growth Study (2001) describes a general vision of the Campbellton West corridor within the city that focuses new development in the Fairburn/Barge Road area.

The ***redevelopment of Fort McPherson*** will be a major influence on the future of Campbellton Road and surrounding neighborhoods. The base planning effort is just beginning and this corridor plan will suggest some initial strategies for reconnecting this base to Campbellton Road.

Existing Conditions and Analysis

Planning Initiatives



Existing Conditions and Analysis

2.1.3 Land Use

A generalized view of existing land use provides a useful perspective on the pattern of use around these corridors. This pattern highlights the land use transition that occurs in Southwest Atlanta from; the historic urban neighborhoods of West End, Westview, and Oakland City, to the “first-ring” suburban neighborhoods of Adams Park, Venetian Hills, and Cascade Heights, to the rapidly suburbanizing Ben Hill community, west of I-285. Each of these conditions represents a unique context that will drive different planning approaches.

Cascade Avenue sits within the context of Atlanta's historic neighborhoods and early first-ring suburban neighborhoods. The area is a great example of a traditional neighborhood pattern with a dense network of streets and blocks tightly woven with residential, neighborhood commercial, schools, churches, and parks, all within easy walking distance. Key revitalization issues include strengthening the traditional commercial nodes, enhancing the pedestrian environment and managing the growing impacts of traffic on the surrounding neighborhoods.

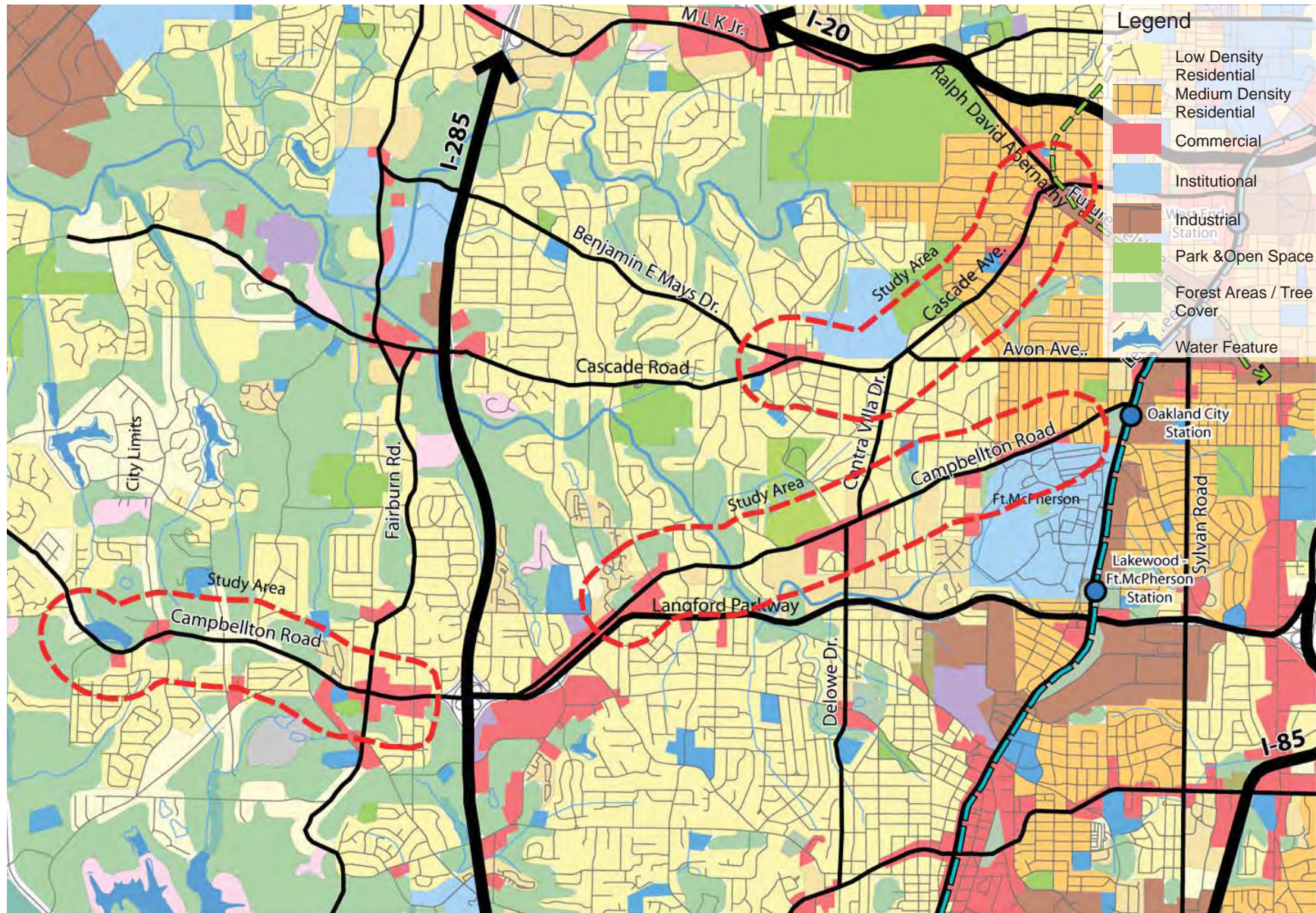
Campbellton Road – East sits firmly in the context of Atlanta's first-ring suburbs. This corridor provided the location for the area's initial commercial strip development including Campbellton Plaza (developed in the 1950s as one of the City's first strip centers) and Greenbriar Mall developed in the late 1960s. This older commercial and multi-family corridor is aging and in many cases ready for redevelopment. Key revitalization issues include establishing a more pedestrian-friendly pattern of development and carefully integrating redevelopment into the surrounding neighborhoods.

Campbellton Road – West sits on the edge of new suburban

development. Its access to I-285 makes this a prime corridor for new suburban residential development outside the Perimeter. The area is transitioning from “rural” to “suburban” and lacks a good network of streets and blocks. Therefore, this residential growth continues to put pressure on the few existing rural roads and major corridors like Campbellton Road. Key revitalization issues include planning for needed street network and focusing commercial services in key locations.

Existing Conditions and Analysis

Land Use



Source: ARC generalized existing land use cover

Existing Conditions and Analysis

2.1.4 Parks & Civic Resources

The Cascade Avenue and Campbellton Road corridors connect to a wide array of parks and civic facilities, many of which front directly on these corridors. These resources include parks, schools, libraries, and numerous churches. They are an important part of the character of Southwest Atlanta and their accessibility should be maximized. Cascade Avenue and Campbellton Road are in many cases the “front door” to these valuable resources and the character and function of these corridors should reflect this role.

Notable Park and Civic Resources:

The BeltLine – this future transit and greenway will be a tremendous asset to the surrounding neighborhoods.

Connally Elementary School – fronts on Cascade Avenue and is a pedestrian destination for children throughout the neighborhood.

John A. White Park & Golf Course – provides a beautiful edge to Cascade Avenue and is a unique regional facility.

Cascade Springs Nature Preserve – is a rare natural open space in the city.

Adams Park – is a central feature of the neighborhood and is potentially accessible from both Cascade Avenue and Campbellton Road.

Holmes Memorial Golf Course – is another of the area’s public golf courses and sits across from Adams Park.

Adams Park Library – is located on Campbellton Road across from the YMCA and is an important civic feature of this corridor.

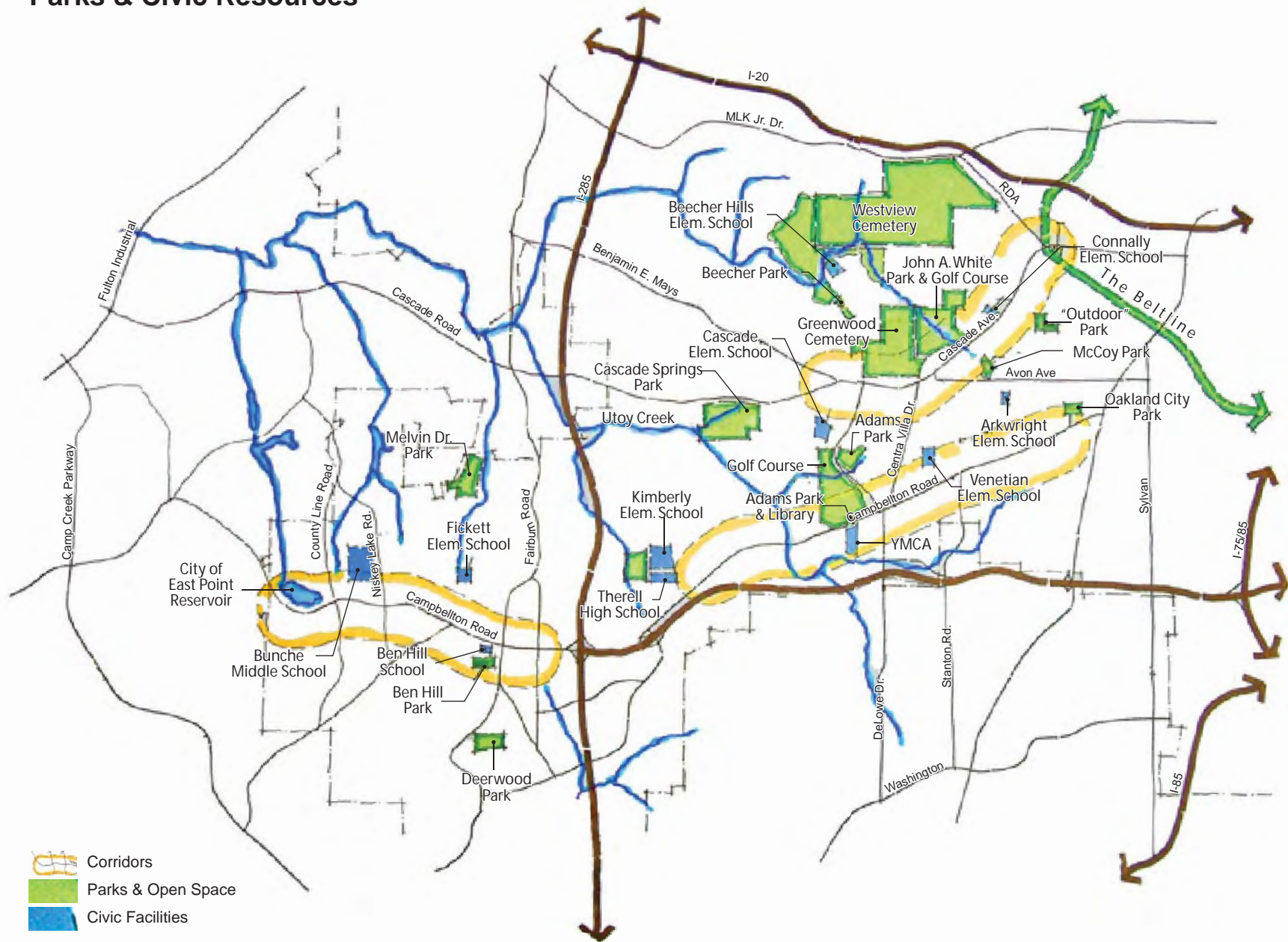
Southwest Atlanta YMCA – is the active recreational destination for Southwest Atlanta.

Ben Hill Community Park – is an important park west of I-285 and includes a community center.

The Ben Hill School – although currently vacant, this is an historic educational landmark in the Ben Hill community.

Existing Conditions and Analysis

Parks & Civic Resources



Existing Conditions and Analysis

2.1.5 Commercial and Multi-Family Land Use

Highlighting just the existing commercial and multi-family land use further illustrates the different land use roles each of these corridors play.

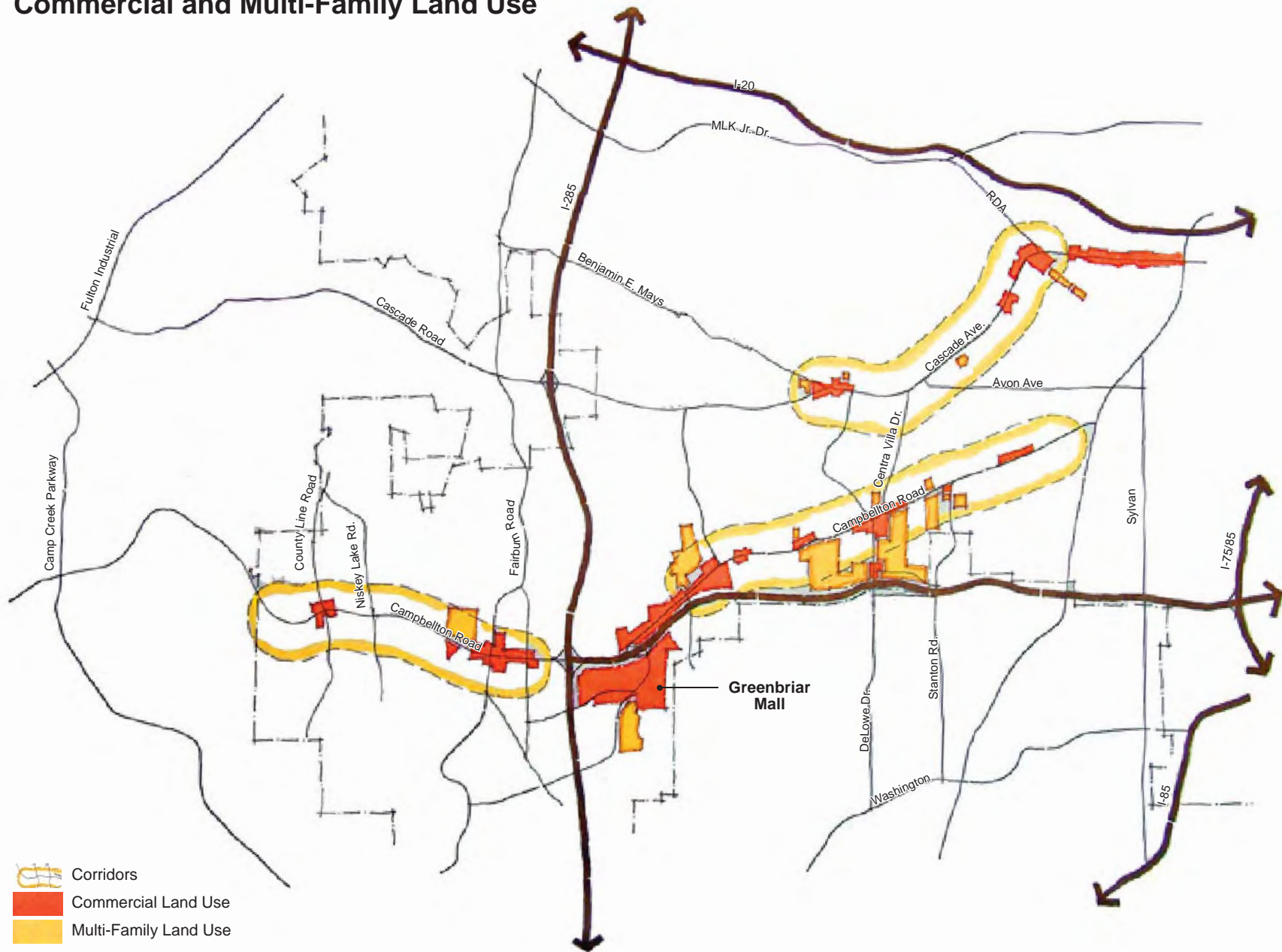
Cascade Avenue has relatively little multi-family development. The corridor runs through a primarily single family area with focused neighborhood commercial nodes at Benjamin E. Mays Drive and at Beecher Street, and a larger commercial concentration at Ralph David Abernathy Boulevard.

Campbellton East has a much larger concentration of commercial and multi-family use with the largest focus of commercial development in and around Greenbriar Mall. The area around Delowe Drive includes a significant amount of multi-family apartment complexes surrounding a core of commercial strip development.

Campbellton West, like Cascade Avenue, has a relatively small amount of existing multi-family use. Yet, unlike Cascade Avenue, this corridor has a significant amount of undeveloped land and is rapidly growing. Commercial uses are concentrated in the Fairburn/Barge Road area and at County Line Road.

Existing Conditions and Analysis

Commercial and Multi-Family Land Use



Existing Conditions and Analysis

2.1.6 “Three Corridors”

As the description of the Study Area illustrates, the character and context of these three corridors are quite different. Understanding these differences is an important step in shaping their future.

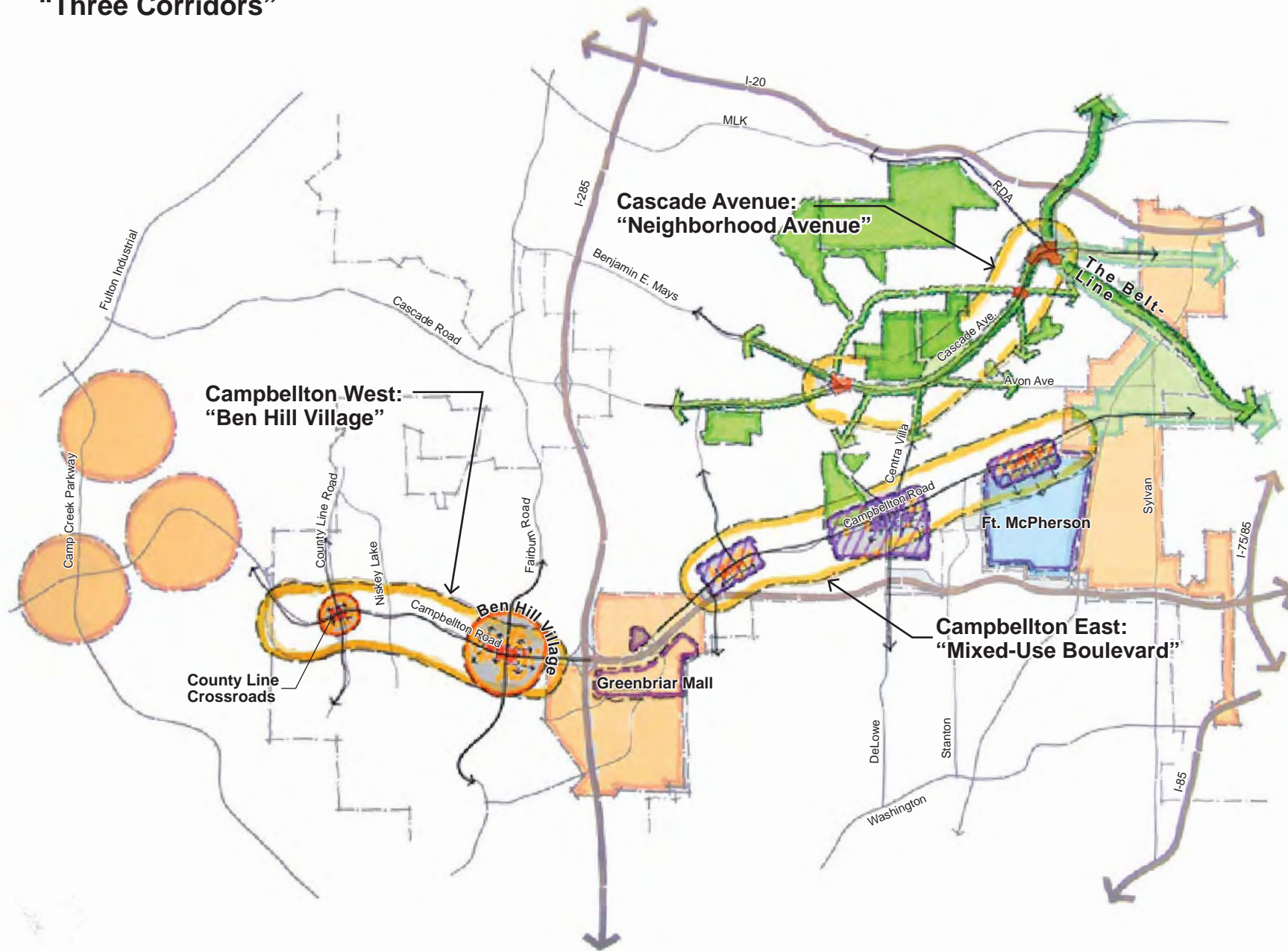
Cascade Avenue is a “neighborhood avenue” that runs through revitalizing and historic urban neighborhoods. It includes valuable neighborhood-scaled commercial nodes that should be strengthened and protected. It is the “address” for the community’s churches, schools and parks. The plan for Cascade Avenue needs to reflect these important roles.

Campbellton Road East is a “mixed-use boulevard” that is a vital corridor in Southwest Atlanta. It is, and should continue to be, the community’s destination for commercial services and a range of housing opportunities. The redevelopment initiatives at both Fort McPherson and Greenbriar Mall will only make Campbellton Road a more valuable connection and destination for redevelopment.

Campbellton Road West is part of a “Ben Hill Village” node. While this corridor is an important transportation conduit to I-285, successful revitalization will hinge on transforming this area into an identifiable destination for community retail, office and residential. A redevelopment plan that supports new street network, parks, mixed-use, and civic institutions will help focus the rapid growth in this area into a more successful community and economic development model.

Existing Conditions and Analysis

“Three Corridors”



Existing Conditions and Analysis

2.1.7 Future Real Estate Demand 2005-2010

Based on an analysis of demographic, employment, and real estate trends, the following estimates of future residential, retail and commercial development in the Campbellton-Cascade Corridor were prepared. These projections will form the basis for development recommendations within each corridor. Demand has been determined for two sub-areas: 1) Campbellton East/Cascade and 2) Campbellton West.

Residential

Future residential demand will come from two primary sources: turnover (existing households in the area which move each year) and growth (new households from outside the area moving into the area). Estimated demand from these sources over the next five years is shown in table 2-1.

In Campbellton East/Cascade, there will be demand for an additional 1,017 single family units by 2010, of which 152 units will be demand from household growth and 865 units of demand from turnover of owner and renter households in the Study Area. In Campbellton West, there will be demand for 504 single family units over the next five years, of which 119 will be from household growth and 385 from turnover of existing owner and renter households. In addition to single-family owner units, there will be demand for 883 townhome/condo units in Campbellton East/Cascade by 2010 versus 158 units in Campbellton West.

In addition to single-family owner units, there will be a total demand for 4,199 rental units in Campbellton East/Cascade versus demand for 928 rental units in Campbellton West over the next five years.

Thus, total housing demand in Campbellton East/Cascade will

be 6,099 units, averaging 1,220 units per year. In Campbellton West, there will be demand for 928 units or 186 units per year.

Table 2-2: Residential Demand 2005-2010

	Campbellton E/Cascade	Campbellton West
I. OWNER DEMAND		
Single Family Owner Demand		
from Household Growth	152	119
from Turnover	865	385
Total	1,017	504
Townhome / Condo Demand		
from Household Growth	133	38
from Turnover	750	120
Total	883	158
II. RENTER DEMAND		
Renter Demand		
from Household Growth	294	23
from Turnover	3,905	905
Total	4,199	928

Source: Key Advisors

Existing Conditions and Analysis

Retail

Additional retail demand in the corridor will come from two sources. First, retaining 15% of current retail “leakage” from resident spending that is going outside of the Study Area would support an additional 84,000 square feet of retail space, of which 56,000 square feet would be in Campbellton East/Cascade and 28,000 square feet in Campbellton West.

Second, there will also be an increase in retail demand due to household growth over the next five years. In the Market Analysis, we used estimated population growth data for 2005-2010 provided by ESRI. However, based on the actual sale of 250 new residential units in the Study Area in 2005, we believe the ESRI estimates to be too conservative and therefore estimate there will be an additional 2,000 households in the Study Area over the 2005-2010 period, versus the 761 households estimated by ESRI. The future growth in households will support an additional 86,848 square feet of retail development in Campbellton East and 22,284 square feet of additional retail space in Campbellton West over the 2005-2010 period. Thus, over the next five years, there will be demand for an additional 142,848 square feet of retail space in Campbellton East/Cascade and 50,284 square feet in Campbellton West.

Table 2-3: Study Area Growth in Retail Expenditures

	Campbellton East / Cascade	Campbellton West
2005 Retail Expenditures	\$151,673,795	\$58,350,602
Retail Expenditures per HH	\$11,576	\$18,246
2005-2010 Household Growth (based on residen- tial sales)	1,720	280
Additional Retail Expendi- tures	\$19,910,720	\$5,108,880
Additional Retail Square Feet from Study Area Growth	86,848	22,284
Additional Retail Square Feet supported by retained spending by existing resi- dents	56,000	28,000
Total Additional Retail Demand	142,848	50,284

Source: ESRI/Key Advisors/Smartnumbers

Existing Conditions and Analysis

Office & Industrial Demand

Estimates of future demand for office and industrial space were determined by considering the impact of projected employment growth in the corridor. As shown in Table 2-3, based on the 11,682 employees working in Campbellton East/Cascade, an estimated 3,046 employees work in office settings and 1,457 employees work in industrial space. Of the 1,820 employees who work in Campbellton West, 514 employees work in office space and 442 employees work in industrial space. The remaining 864 employees are either self-employed or work in retail settings.

Office

Demand for office space will increase modestly due to projected population and job growth in the area. In addition, we believe new office space will be able to draw a segment of current area businesses located in retail centers who will seek a higher quality office environment. We estimate that Campbellton East/Cascade can support 72,600 square feet of additional office space over the next five years based on projected employment growth. In Campbellton West, we estimate employment growth will result in 12,600 square feet of new office space over the next five years. The demand will largely be from entrepreneurial business, professional office and personal and business services.

Industrial

Due to projected job growth in industrial/warehouse-related occupations in the area, there is demand for 95,200 square feet of additional industrial space in Campbellton East/Cascade and 28,800 square feet in Campbellton West. However, it is unlikely that much of this demand will be met from new development in the Study Area due to the current high vacancy rate of 17% in the Airport/South Fulton Industrial Submarket, as well as in the Metro Atlanta Industrial Market overall, and escalating land

prices in the Study Area to levels that do not support industrial development. Industrial companies typically prefer to locate in space with lower rent and optimal access to major regional highways. If new industrial space in the Study Area is created, it would probably be located along Lee Road, just east of the Study Area, or be incorporated as part of the redevelopment of Fort McPherson.

Table 2-4: Study Area Employment Growth & Office/Industrial Space Demand

	2005	2010	Change	Square Feet
Campbellton-E /Cascade	11,682	12,613	931	
Office Employment*	3,046	3,288	242	72,600
Industrial Employment**	1,457	1,576	119	95,200
Campbellton West	1,820	1,969	149	
Office Employment*	514	556	42	12,600
Industrial Employment**	442	478	36	28,800

Source: Key Advisors/Claritas/ARC

*Based on a ratio of 300 sq. ft. per employee

**Based on a ratio of 800 sq. ft. per employee

Existing Conditions and Analysis

Real Estate Demand Summary

While it is certainly not the mission of this study to simply follow or meet the current market demand, this demand analysis provides a useful glimpse into the market pressures that are in play in these corridors. This demand analysis, along with public input throughout this process, have helped guide and inform development recommendations within each corridor. Some key observations include:

Residential:

- There is a strong residential demand in the Study Area for a range of housing types.
- Significant opportunity for senior housing as a segment of this residential demand.

Retail:

- Moderate opportunity in the short term but could be strengthened by integrating new residential into mixed-use commercial projects.

Office:

- Moderate opportunity with a focus on entrepreneurial businesses, professional office, and personal/business services.
- A focused strategy could include targeting medical office/services into a mixed-use development project.

Industrial:

- Little opportunity as these corridors are not good candidates for new industrial development (except for possibly as part of the redevelopment of Fort McPherson).

Table 2-5: Summary Real Estate Demand (2005-2010)

	Campbellton East & Cascade Ave.	Campbellton West
Residential		
Single Family	1,017 units	504 units
Condo/Townhome	883 units	158 units
Multi-Family	4,199 units	928 units
Retail	142,848 s.f.	50,284 s.f.
Office	72,600 s.f.	12,600 s.f.
Industrial	95,200 s.f.	28,800 s.f.

Existing Conditions and Analysis

2.1.8 Key Issues for Development

The Campbellton-Cascade Corridor Study Area encompasses a large portion of Southwest Atlanta. This highly diverse area includes many of the city's older, more established neighborhoods, as well as some of its newly developing neighborhoods on the western periphery. The area also includes major retail locations and public amenities, such as parks, recreational facilities, and libraries. From our research of this diverse area, discussions with the development community, meetings with community stakeholders and responses from the charrette process, the following opportunities and issues emerged which guided the creation of the development strategy for the Study Area.

Opportunities:

Changes in the growth patterns of the City of Atlanta, and the Atlanta region and an unprecedented shift in many of the economic anchors which define the area are providing important positive momentum for future development in the Study Area.

1. ***Seizing the Opportunity Created by Dynamic Regional Growth***—The Study Area encompasses some of the more urbanized portions of Southwest Atlanta and is part of a larger area of the Atlanta metro region which is experiencing unprecedented growth. Many developers and retailers have begun to recognize the opportunities that Southwest Atlanta/South Fulton has to offer, thus attracting more development over the past five years than in any recent decade; and, the trend appears to be continuing.

Some key points:

- In 2005 there were 4,488 new housing units sold in the Southwest Atlanta/South Fulton market area within 225 subdivisions, as indicated in the market analysis, which

represents a dramatic increase from trends just a few short years ago.

- Conservative estimates predict a 4.4% increase in population over the next five years, contributing to the overall growth of the City of Atlanta.
- Since the Olympic period, the City of Atlanta reversed a period of population decline which began in the 1960s and is growing again. For example, between 1990-2000 the city grew 5.6% adding 22,457 new residents, and grew an additional 4.8% between 2000-2005 adding 16,974 new residents.

2. ***Major New Catalytic Developments are Occurring in and around the Study Area***—The Study Area is undergoing a period of great change in the major economic “anchors” which provide jobs and income to its residents. Just some of the changes include:

- The closure and future reuse of Fort McPherson
- The creation of the southwest portion of the BeltLine
- Redevelopment of the Lakewood Fairgrounds site
- Camp Creek/Princeton Lakes retail & industrial development
- The repositioning and potential redevelopment of Greenbriar Mall and surrounding commercial properties
- The expansion of Hartsfield-Jackson Airport
- Reinvestment in the West End Mall and surrounding area

The impacts of these developments are hard to gauge since many are still in the planning stages or have occurred so recently that their long term impacts are difficult to determine. However, it is clear that the cumulative effect of these “anchor” projects on the Study Area will be profound in terms of job creation, the infusion of new investment funding, the need for public infrastructure improvements and the attraction of interest in new development in the Study Area in general.

Existing Conditions and Analysis

Issues:

The Study Area faces a number of significant issues which derive from its current condition which, if left unattended, will impact its ability to capitalize on future development opportunities:

1. ***The area is not attracting its “fair share” of regional growth***—The Study Area, due in part to its nature as the oldest developed area of Southwest Atlanta/South Fulton, has not been capturing the same level of growth that is occurring in areas to the south and west. Additionally, reinvestment has likely also been inhibited by a perception of crime and safety issues in many of the existing commercial areas arising from substantial pockets of low-income residents, as well as aging and worn commercial areas which detract from the overall appeal of the area.
2. ***Lack of Jobs***—Unlike almost any other part of the city, the Study Area contains few major employment locations other than in the retail sector. The loss of the automotive retailing along Campbellton, the stagnation of the Greenbriar Mall retail area and the recent decision to close Fort McPherson have all weakened employment in the Study Area. The area also has to compete with larger surrounding employment nodes, such as Fulton Industrial Park, Downtown Atlanta, the Atlanta University Center and Hartsfield-Jackson Airport, with the Study Area serving as a bedroom community for this portion of the city.
3. ***Concentrations of low- and moderate income households***—Within the overall Study Area there are several areas with a very high concentration of older rental apartment complexes. As a result, these areas have high concentrations of low- and moderate-income rental households which limit their appeal for new investment.
4. ***Shift from a regional to a local retail destination***—Historically, parts of the Study Area served as an important regional retail destination for automotive, auto repair and mall-related purchases. As these uses have left the area for more outlying locations such as West Cascade, Camp Creek and South Fulton, large retail areas have stagnated or become vacant. The retail demand from residents of the Study Area is significant, but not large enough to support the regional retail destinations of the past. This has resulted in much of the Study Area being passed over by new retail outlets which choose to locate closer to vibrant, developing areas such as Camp Creek, or West Cascade. As the older retail areas stagnate, a downward cycle in the quality of tenants, merchandise and services offered occurs, leading to further retail leakage from the Study Area.
5. ***The conversion of a large segment of the single-family housing to rental occupancy***—In many of the well-established residential areas in the Study Area there has been a long-standing pattern of older owners moving from the area resulting in single-family homes being converted to rental occupancy. As a result of absentee ownership and other factors, the units are more likely to be poorly maintained and managed, attracting less desirable tenants into previously stable neighborhoods, lowering property values and deterring reinvestment by adjacent homeowners.

Existing Conditions and Analysis

A Development Strategy

Consideration of both the opportunities and issues facing the Campbellton-Cascade Corridor suggests the following guiding principles in the creation of a housing and economic development strategy for the Study Area:

1. ***Improve the Investment Environment to Attract a “Fair Share” of Regional Growth***—Given the dynamic nature of the City’s current development environment, a key development goal is to remove the impediments to attracting more regional investment into the area, so that the Study Area will receive its “fair share” of the development pie. Capitalizing on the investment in the BeltLine, optimizing the reuse of Fort McPherson, and assembling sites ready for redevelopment are examples of strategies that will increase the Area’s capture of regional growth.
2. ***Preserve and Enhance the Residential Neighborhood Character***—The Study Area includes many traditional, well-established neighborhoods with an attractive housing stock. These areas should be preserved and enhanced as the building blocks for the future.
3. ***Improve the Appeal of the Commercial Areas***—The appeal of the existing commercial areas needs to be enhanced through the application of a variety of strategies including, concentrating the retail at key intersections as well as discouraging additional retail development between these key nodes, allowing mixed-uses in commercial areas to create additional vitality and demand for the services provided, linking community services to these commercial areas to increase demand, and providing updated streetscape and pedestrian improvements to improve the curb appeal of these areas to make them more pedestrian friendly.
4. ***Attract Uses at Key Redevelopment Locations that Expand Employment Opportunities***—With the future of so many of the economic anchors of the Study Area in transition, identifying redevelopment opportunities which would expand employment opportunities for residents of the Study Area should be a high priority. This strategy would stimulate the growth of the economic base of the Study Area and thereby increase economic opportunities for its residents.
5. ***Redevelopment will Require an Effective Public-Private Partnership***—Many small actions by private interests are occurring in the Study Area which give reason for optimism regarding the future development of the area. However, concerted public action will be required to provide catalysts that would attract greater amounts of private investment into the Study Area, recognize the challenges inherent in redevelopment, and identify the wide range of other opportunities available in the City today. The City, through its development agency the Atlanta Development Authority, will need to position and promote the incentives and sites which can serve as catalysts in attracting new private investment in the Study Area.

Existing Conditions and Analysis

2.2 Cascade Avenue

2.2.1 Corridor Overview

Cascade Avenue, like Campbellton Road, is an important east-west corridor in Southwest Atlanta providing a connection from the suburban growth west of I-285 to the heart of in-town Atlanta via Ralph David Abernathy Boulevard. However, unlike Campbellton Road, Cascade Avenue is primarily a residential corridor running through some of the most highly valued neighborhoods in Southwest Atlanta.

Significant Features

Cascade Springs Nature Preserve is a 120 acre park located on the western end of the study area and is a valuable public amenity which could be made more accessible to the community via pedestrian improvements to Cascade Avenue.

The Cascade Heights commercial node is the location of both important civic institutions and neighborhood commercial services. The continued reinvestment and revitalization of this commercial node will help strengthen the surrounding neighborhoods.

Greenwood Cemetery, founded in 1904, is a unique historic asset that provides a significant amount of passive open space for the surrounding neighborhoods.

John A. White Park & Golf Course runs a First Tee youth golf program and is one of only six public golf courses in the city.

The Cascade/Beecher commercial node is a small neighborhood commercial crossroads of older commercial buildings with revitalization potential.

Connally Elementary School is one of a number of elemen-

tary schools in the area and is the only one that fronts directly on Cascade Avenue. This school generates significant pedestrian activity for children crossing and walking along Cascade Avenue.

The future **BeltLine** will cross Cascade Avenue at the intersection of R.D. Abernathy Boulevard. The redevelopment plan for the BeltLine calls for a future transit station at Cascade Avenue and proposes a major mixed-use development node at this station. The approved tax allocation district (TAD) will serve as an important incentive for redevelopment.

Existing Conditions and Analysis

Cascade Avenue - Corridor Overview



Land Use Key

	Commercial & Multi-family Residential		Institutional
	Single Family Residential		Tree Cover
			Park or Open Space

Note: This map represents a generalized "portrait" of existing land use patterns for the purpose of identifying major features of the corridor. Specific Existing Land Use, Zoning & 15-Year Future Land Use maps are provided on the following pages

Existing Conditions and Analysis

2.2.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

Issues:

- Single-family homes (neighborhoods) make up almost 75% of the corridor's area. This is a residential corridor with valuable historic neighborhoods fronting along Cascade Avenue.
- Multi-family land use makes up only 4% of the corridor's area with several smaller apartment complexes located throughout the corridor.
- Commercial land use makes up only 4% of the corridor's area and is tightly focused in the Cascade Heights and Cascade/Beecher neighborhood commercial nodes with a larger commercial strip concentration at R.D. Abernathy Boulevard.
- Open space makes up 14% of the corridor's area, this large percentage is due to the location of both the Greenwood Cemetery and John A. White Park and Golf Course on the corridor.
- There are a number of important civic and institutional uses along the corridor including several churches and schools. This along with the significant parks and residential uses, clearly suggests that this is an important neighborhood and civic corridor.
- Vacant parcels in the corridor are generally small in scale

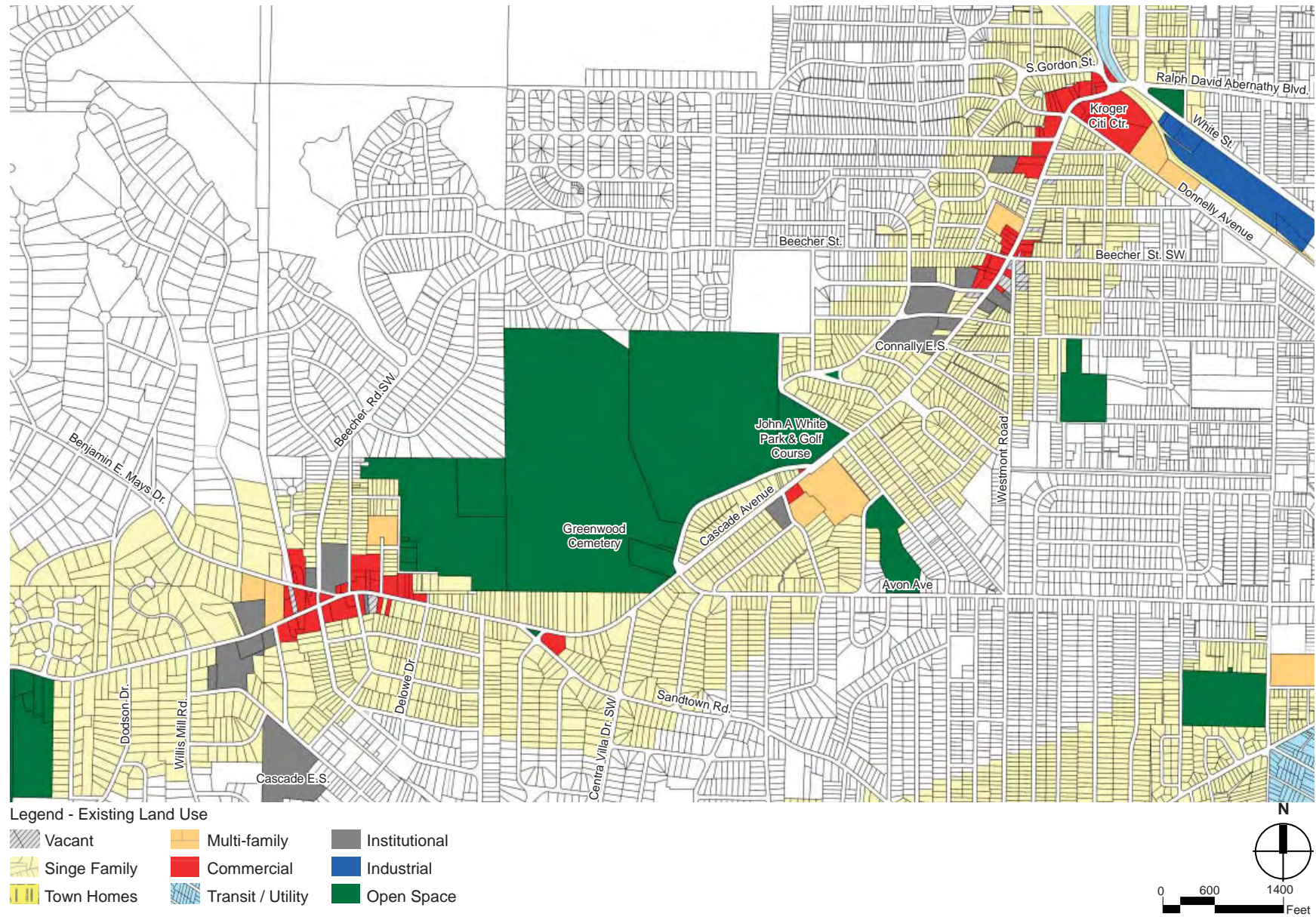
and are located in the commercial nodes. There are a number of vacant parcels concentrated in the Cascade/Beecher node.

Table 3-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single-family	73%
Townhome	0%
Multi-family	4%
Mixed Use	0%
Commercial	4%
Institutional	4%
Office	0%
Industrial	0%
Open Space	14%
Transit/Utility	0%
Federal (Ft. McPherson)	0%
Vacant	1%

Existing Conditions and Analysis

Existing Land Use



2.2.3 15 - Year Future Land Use

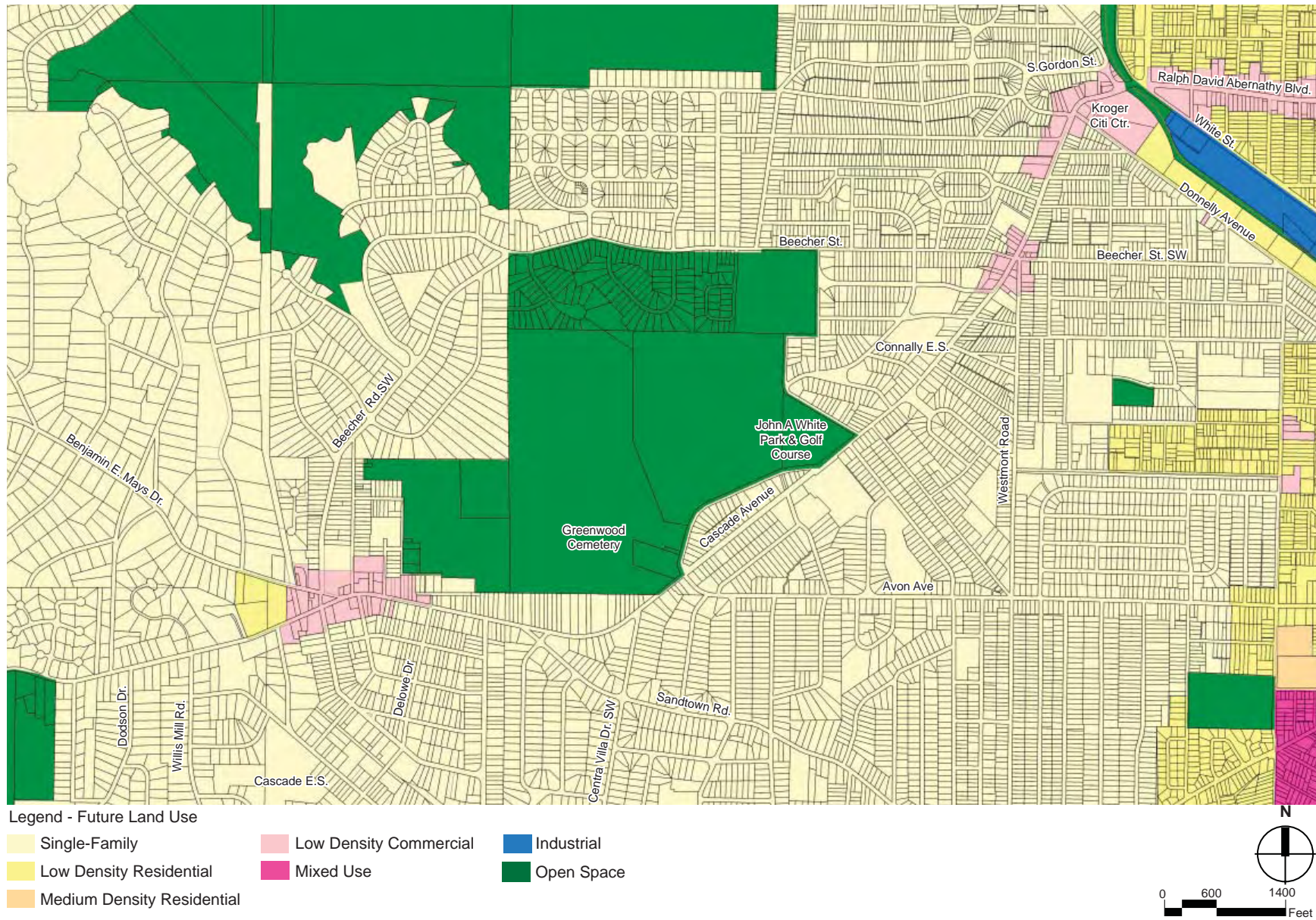
The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the city. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

- The Future Land Use Plan outlines a very clear pattern of Single-family Residential use along the corridor and throughout the adjacent neighborhoods.
- The strong Single-family Residential pattern is only interrupted by small commercial nodes at Cascade Heights and Cascade/Beecher that are clearly and tightly defined as Low Density Commercial.
- The pattern of Low Density Commercial that extends from R.D. Abernathy Boulevard along Cascade Avenue puts the Single-family Residential use directly on the corridor under pressure and may need to be evaluated in light of the future BeltLine development node.

Existing Conditions and Analysis

15 - Year Future Land Use



2.2.4 Current Zoning

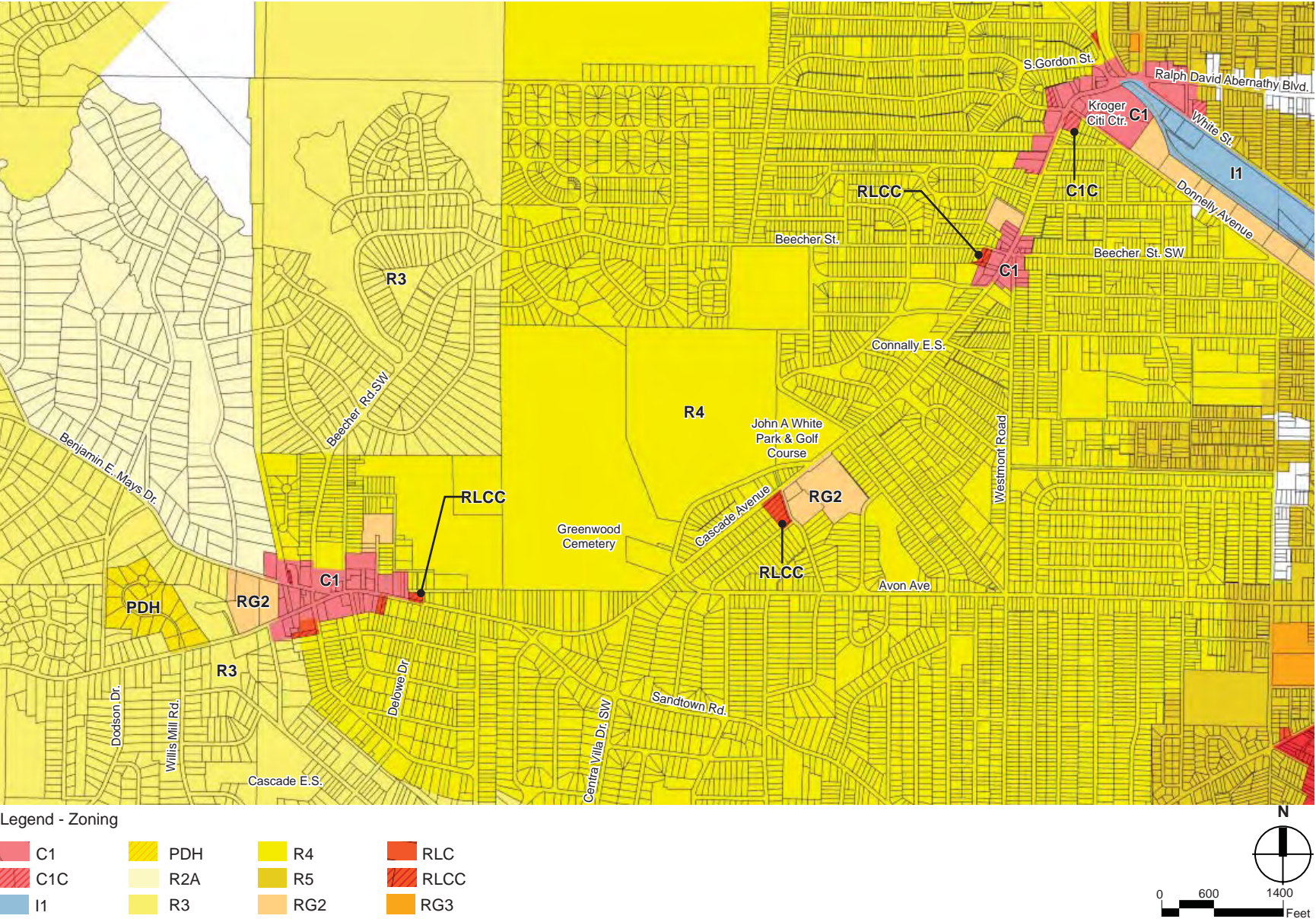
The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The commercial nodes at Cascade Heights and Cascade/Beecher are zoned C-1. This zoning category does not include any urban design standards, thus permitting auto-oriented commercial development that places parking lots along the street and discourages pedestrian activity. This type of zoning is inconsistent with the existing and intended future character of these neighborhood commercial nodes. The City of Atlanta's Quality of Life Zoning Districts (specifically Neighborhood Commercial - NC) may be a valuable alternative to support the design and development goals of these nodes.
- The commercial area at R.D. Abernathy Boulevard is also zoned C-1. The redevelopment plan may suggest new uses that would require a more appropriate mixed-use zoning designation.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.

Existing Conditions and Analysis

Current Zoning



Existing Conditions and Analysis

2.2.5 Transportation

Road Characteristics

- Designated as an urban minor arterial
- Speed Limit: 35 mph
- 2-lanes (from Willis Mill Road to Venetian Drive)
- 3-lanes, two westbound & one eastbound (from Venetian Drive to Sandtown Road)
- 4-lanes undivided (from Sandtown Road to R.D. Abernathy Boulevard)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 12,300 to 17,900 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 3-2 summarizes the current and estimated future volumes by segment for the Cascade Avenue corridor.

Table 3-2: Cascade Avenue Traffic Volume

Road Segment	2005 Volume	2030 Volume
Willis Mill to Blvd. Grande	12,300	11,700
Blvd. Grande to Herring	13,500	11,700
Herring to Sandtown	13,500	10,400
Sandtown to Centra Villa	13,500	10,400
Centra Villa to Avon Ave.	14,700	11,000
Avon Ave. to Beecher	13,200	22,800
Beecher to Donnelly	17,900	21,700
Donnelly to RDA	17,900	21,700
RDA to White/Langhorn	15,500	20,800

Table 3-3: Historic Traffic Volume (Cascade Avenue just north of Avon Avenue)

Year	Volume
1999	19,768 (estimated)
2000	17,300 (estimated)
2001	16,041 (actual)
2002	14,647 (actual)
2004	14,736 (actual)
2005	13,200

Source: GDOT

Observations:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- The segment from Willis Mill Road to Centra Villa Drive actually shows a decrease in traffic volume in 2030 which at least suggests very flat growth in traffic volume.
- The segment from Avon Avenue to Beecher Street shows a relatively high jump in volume but should be considered within the context of historic traffic volumes for this segment which show a relative decline in volume (Table 3-3).
- Generally the segment from Beecher Street to R.D. Abernathy Boulevard shows an increase in traffic volume.

Existing Conditions and Analysis

Public Transit

The Cascade Avenue corridor is served by several bus routes which provide transit connections to the nearby West End MARTA Station.

- Route 71 – Cascade/Country Squire, is the primary bus route for the corridor, providing service along Cascade Avenue beginning at the West End MARTA Station and extending westward past I-285 into Fulton County. This route attracts approximately 3,600 weekly riders and has a peak period headway of 14 minutes.
- Route 64 – Beecher, provides service from the West Lake MARTA Station and connects to the area via Beecher Road running through the Cascade Heights commercial area and then looping back via Cascade Road and Ben E. Mays Drive.
- Route 68 – Donnelly, connects the Ashby MARTA Station and West End MARTA Station and loops through the Cascade Avenue corridor via Westwood Avenue and Beecher Road.
- Future BeltLine - The proposed BeltLine project proposes to connect greenspace, multi-use trails, transit and new redevelopment along 22 miles of historic rail lines that encircle the urban core of Atlanta. The BeltLine route crosses under Cascade Avenue at the intersection of R.D. Abernathy Boulevard and is anticipated to have a future transit station and redevelopment at this node.

Issues:

- Enhancements to existing service along Cascade Avenue should be considered to support transit use in the corridor.



Cascade Ave near the Connally Elementary School



Cascade Ave at the intersection of Ben E Mays Drive

Existing Conditions and Analysis

Pedestrian and Bicycle Facilities

- Cascade Avenue is an important pedestrian corridor connecting the surrounding neighborhoods to the corridor's schools, parks, churches and retail areas. There are significant gaps in the sidewalk system on Cascade Avenue specifically between Kenmore Street and Sandtown Road.
- In addition, many of the sidewalks (particularly at intersections) do not meet Americans with Disabilities Act (ADA) standards for accessibility.
- In the Cascade Heights area the City has recently completed a streetscape project including sidewalk upgrades and decorative street lighting. A planned future phase of this work will extend along Cascade Avenue through the Ben E. Mays intersection.
- A signed bicycle route exists on Cascade Avenue starting at Venetian Drive and extending south along Dobson Drive to Campbellton Road. This route is signed as a PATH route along Cascade Avenue.
- The City of Atlanta's Bicycle Suitability Study has identified Cascade Avenue from Beecher Street to Willis Mill Road as a suitable future bike route.

Issues:

- Key segments of Cascade Avenue and adjacent streets need sidewalks and streetscape improvements to better support pedestrian activity in the corridor.

Accidents

Accident rates for the Cascade Avenue corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

Table 3-4:
Cascade Avenue Accident Rate by Segment

Segment	2003 Accident Rate/Million VMT	State Average
Willis Mill to Blvd. Granada	983	572
Blvd. Granada to Westhaven	1,169	572
Westhaven to Langhorn	2,691	572

Table 3-5:
Cascade Avenue Accident Rate by Intersection

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
Boulevard Granada	14	13	5	12	44
Beecher Street	15	17	13	8	53
R.D. Abernathy	34	16	22	9	81
Langhorn Street	53	48	46	29	176
Barge Rd.	40	42	48	30	160

Existing Conditions and Analysis

Issues:

- All segments in the Cascade Avenue corridor have higher accidents rates than the statewide average. In particular the segment between Westhaven Drive and Langhorn Street has a rate almost five times the state average with the intersections of R.D. Abernathy Boulevard and Langhorn Street accounting for a significant portion of these accidents.
- The intersections of Boulevard Granada and Beecher Street are the next two highest locations of intersection accidents.

Planned Future Improvements

The Southwest Atlanta Sidewalk Program includes several key sidewalk/streetscape projects including:

- Sidewalk and streetscape improvements on Cascade Avenue from Willis Mill Road to Delowe Drive. The first phase of this has already been completed. The second phase will include the conversion of Cascade Avenue between Beecher Road and Herring Road to a 3-lane section with a dedicated center left turn lane.
- Sidewalk and streetscape improvements on Fontaine Avenue from Cascade Avenue to the Cascade Elementary School.
- Sidewalk and streetscape improvements on Benjamin E. Mays Drive from Cascade Avenue to Willis Mill Road.

Key Transportation Issues

- Where possible, make vehicular improvements at key intersections to improve accessibility.
- Identify ways to relieve congestion in the Donnelly Avenue/ R.D. Abernathy Boulevard section particularly in light of the planned BeltLine node.
- Manage cut-through traffic in neighborhoods (traffic

calming)

- Calm traffic and increase safety on the Cascade Avenue corridor.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks.
- Improve and extend existing bike routes.
- Improve transit service including bus stop amenities and efficiency of service.

Existing Conditions and Analysis

2.2.6 Market Overview & Development Strategy

Demographics

This area is comprised of a number of well-established neighborhoods located along the eastern portion of Cascade Avenue from its intersection with White Street and Ralph David Abernathy Boulevard extending westward to just past the intersection with Benjamin E. Mays Drive. The population of this area is growing moderately (3.5% by 2010) and exhibits an older age profile as evidenced by a median age of 38.9 years and the fact that 13.5% of its population is over 65 years of age. Residents are predominantly homeowners (74.3%) and have been living in the area for a long time—a full 36.9% moved into their homes in 1980 or earlier. This area includes some of the more well-established neighborhoods of Atlanta and includes an older housing stock.

Recent Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

BeltLine - The area around Cascade Avenue and Ralph David Abernathy Boulevard is identified as a major development node in the southwest portion of the recently approved BeltLine Redevelopment Plan.

Cascade Heights Center – This retail center at the intersection of Benjamin E. Mays and Cascade Avenue recently underwent a renovation and now hosts several boutiques, restaurants, and a barber shop.

The Benjamin E. Mays/Cascade Avenue streetscape improvement project—is currently under final design by the Atlanta Department of Public Works. The project, which will construct new sidewalks and widen existing ones, will enhance

and beautify the streetscape and enhance the pedestrian environment.

Strengths:

- Linkage to the future BeltLine provides improved transportation connections to job centers, enhanced green space, and new funding sources for development.
- Quality residential areas and housing stock in the area.
- Established neighborhood commercial nodes with some key anchors in place.
- Reinvestment beginning to occur at several locations throughout the area.

Issues:

- Besides the Kroger Citi-Center, the retail is unanchored, and scattered with pockets of healthy retail located next to vacant storefronts.
- The area is presently underserved by existing retail, given the significant incomes among a large segment of the households in the sub-area. Currently these households are spending their retail dollars outside the area.

Existing Conditions and Analysis

Suggested Development Strategies

Based on the assessment of development conditions in the area, the following development strategies are suggested:

1. **Concentrate new retail activity at three key nodes**—The Cascade BeltLine area, the Benjamin Mays intersection at Cascade Heights, and a smaller concentration at Beecher Street.
2. **Capitalize on the BeltLine Node**—Building on the existing Kroger Center and commercial core, extend street level retail along Cascade Avenue and R.D. Abernathy Boulevard:
 - Retail focus—convenience, personal and business services, restaurants, community services.
 - Include a significant mix of residential lofts over retail, townhomes, and new rental housing near transit connections.
 - Encourage the conversion of outmoded, high vacancy apartment complexes and industrial uses along White Street/Railroad (which is part of the proposed right-of-way for the BeltLine) consistent with BeltLine plan.
3. **Benjamin E. Mays Intersection “Cascade Heights”** -- Create a commercial village to serve the strong surrounding residential areas:
 - Retail concept: include neighborhood retail, personal services, and restaurants, using existing retail structures, as well as new infill development.
 - Create shared off-street parking to serve retail areas.
 - Encourage new infill residential as lofts over retail, townhomes, and small lot single-family.
4. **Strictly limit the spread of commercial outside of the key nodes**—Preserve existing residential uses on Cascade Avenue, encourage in-fill residential on vacant/underutilized commercial sites, and limit new retail development to key nodes.

Existing Conditions and Analysis

2.3 Campbellton West

2.3.1 Corridor Overview

The Campbellton West corridor is an important connection to I-285 for the western portion of the City of Atlanta, Fulton County, and beyond. This portion of Campbellton Road is designated as State Route 154/166 and extends westward to Douglas County and eastward along Langford Parkway to I-75/85.

Significant Features

Coventry Station is a 130 acre mixed use development located off of Greenbriar Parkway between Barge Road and I-285. This project will include a mix of townhomes, single family, apartments, and commercial uses. The project will also include a new street connection from Barge Road to Greenbriar Parkway.

The **Barge Road Park and Ride Lot** is located on the southwest corner of Barge Road and Campbellton Road. This lot serves as the terminating point for the Campbellton Blue Flyer and Route 83 bus routes that connect to the Oakland City MARTA station. This is an underutilized parking lot that may be a candidate for redevelopment.

The **Fairburn/Barge Road commercial area** is a collection of older commercial strip development along Campbellton Road between Fairburn and Barge Roads. This area is currently underutilized and transitioning, and has been identified by the community as a location for revitalization.

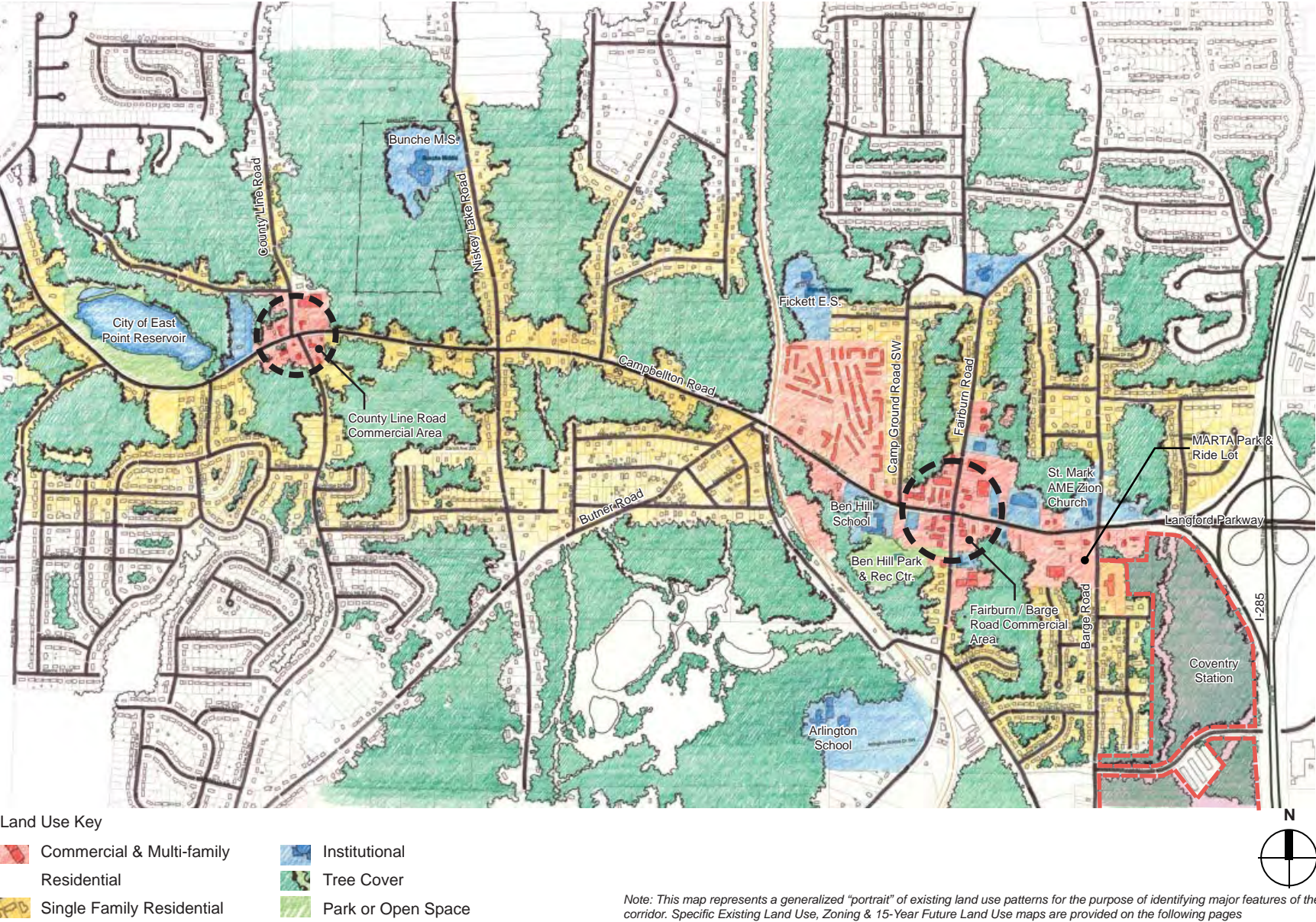
The **Ben Hill Community Park** is a valued community resource with active baseball fields and a community center. The park could be better integrated into the Fairburn/Barge Road area and be made more pedestrian accessible.

The **Ben Hill School** is a longtime historic landmark in the Ben Hill Community. Currently vacant, this site could be integrated with the adjacent Ben Hill Park as a meeting space or other community facility.

The **County Line Road commercial area** is a small node of commercial in an otherwise suburban residential area. This area provides valuable commercial services and could be made to be more pedestrian friendly but should be limited from spreading into the adjacent neighborhoods.

The **East Point Reservoir** is a notable landmark on the far western end of the corridor. It serves as a noticeable gateway to the lower density development west into Fulton County.

Corridor Overview



Existing Conditions and Analysis

2.3.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

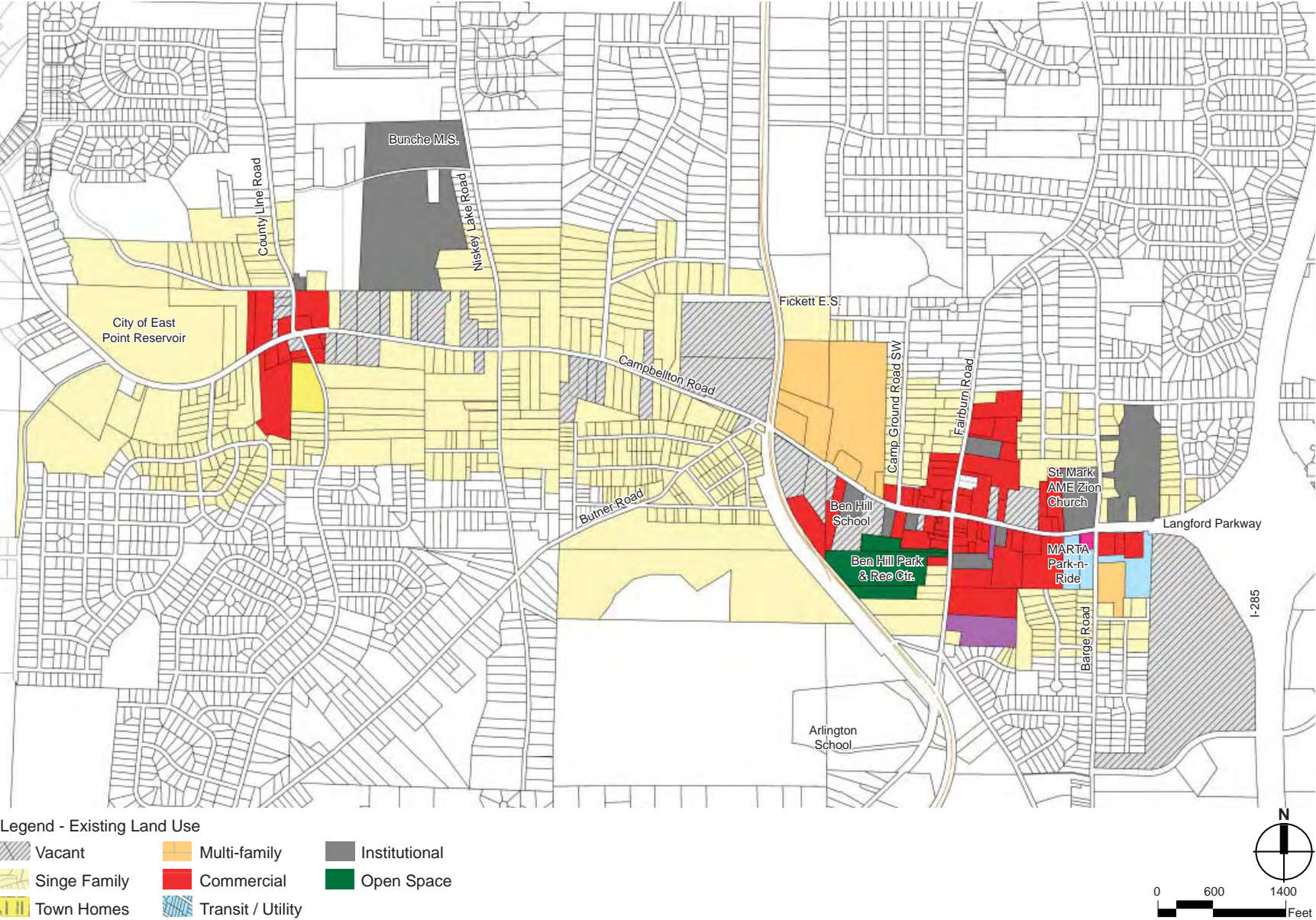
Issues:

- Single family homes (neighborhoods) make up 60% of the corridor's area. Particularly west of Butner Road, these residential neighborhoods front directly on Campbellton Road, creating a distinctly different land use character from the commercial area at Fairburn and Barge Roads.
- Multi-family land use makes up 7% of the corridor's area. The main concentration of multi-family housing is located at the apartment complex just west of Camp Ground Road.
- Commercial land use, primarily strip retail, makes up 12% of the corridor area. This bulk of this commercial is concentrated in the Fairburn and Barge Road area with a smaller concentration at County Line Road.
- Open space makes up 2% of the corridor area, accounting for the Ben Hill Community Park off of Fairburn Road.
- Vacant land accounts for 12% of the corridor area. These areas include; the Coventry Station site which is beginning construction as a mixed-use residential community, a large parcel just west of the rail line across from Butner Road, and a number of large residential lots between Niskey Lake Road and County Line Road.

Table 4-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single Family	60%
Townhome	1%
Multi-family	7%
Mixed Use	0%
Commercial	12%
Institutional	4%
Office	1%
Industrial	0%
Open Space	2%
Transit/Utility (Park & Ride)	1%
Vacant	12%

Existing Land Use



Existing Conditions and Analysis

2.3.3 15-Year Future Land Use

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the City. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

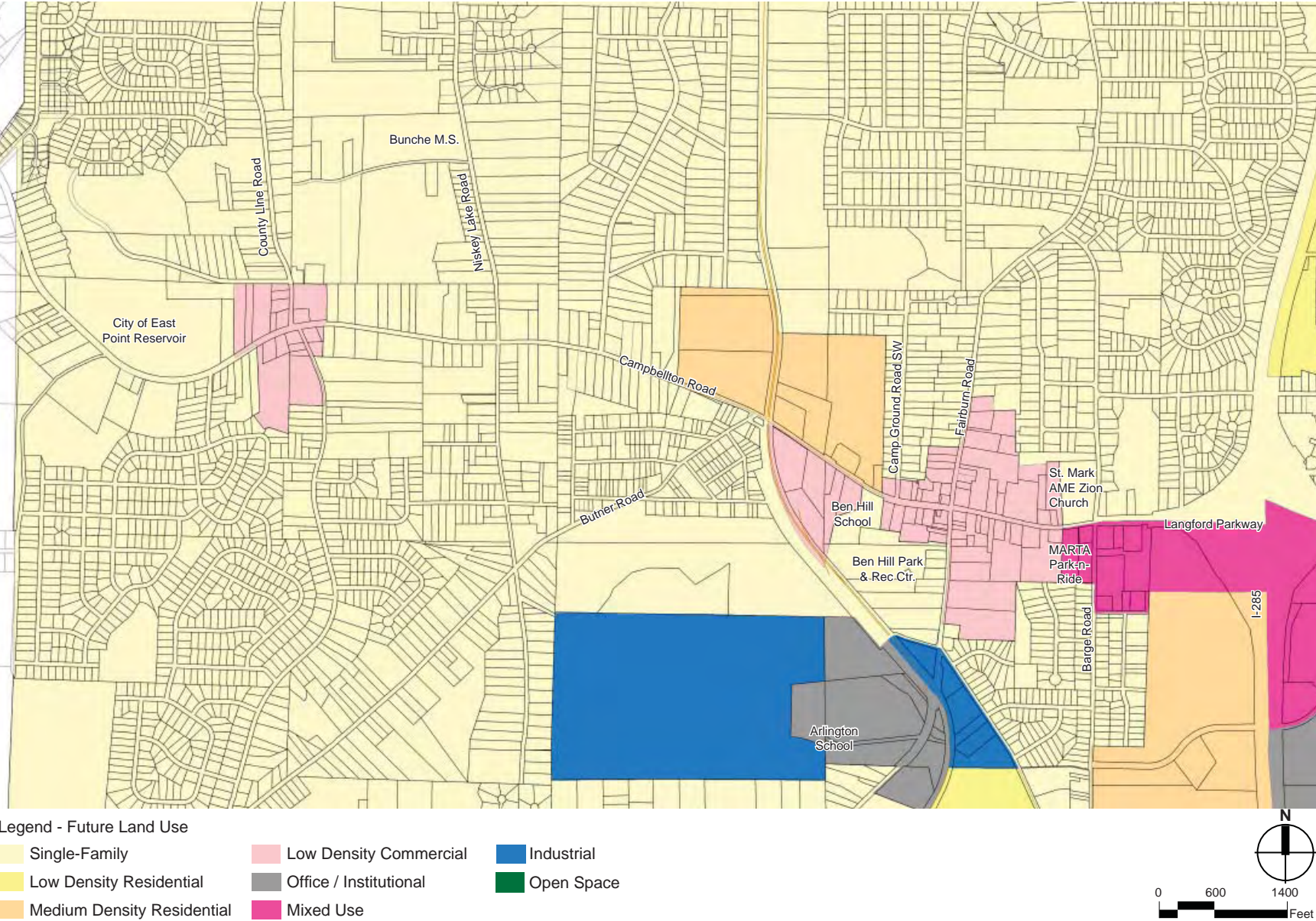
Issues:

- Significant portions of the corridor are designated as Single Family and Low Density Residential consistent with the pattern of existing residential neighborhoods and the plan will seek to protect these areas from commercial encroachment.
- The commercial area in the Fairburn and Barge Road area is designated as Low Density Commercial with a portion of the Barge Road intersection designated as Mixed Use. This area will likely be a location for more intensive mixed-use development and may require a Mixed Use land use designation.
- A significant parcel located just west of the rail line and across from Butner Road is designated as Medium Density Residential. This parcel has yet to develop and would benefit from the addition of the City's Quality of Life Zoning standards.
- West of Butner Road, the Future Land Use is Single Family Residential with an area of Low Density Commercial around

County Line Road. Need to ensure that commercial and and higher intensity residential land uses do not spread further west by concentrating land use intensity in the Fairburn and Barge Road area.

- The former quarry located west of the Arlington School is a potential candidate for future open space as identified by the neighborhoods.

15 Year Future Land Use



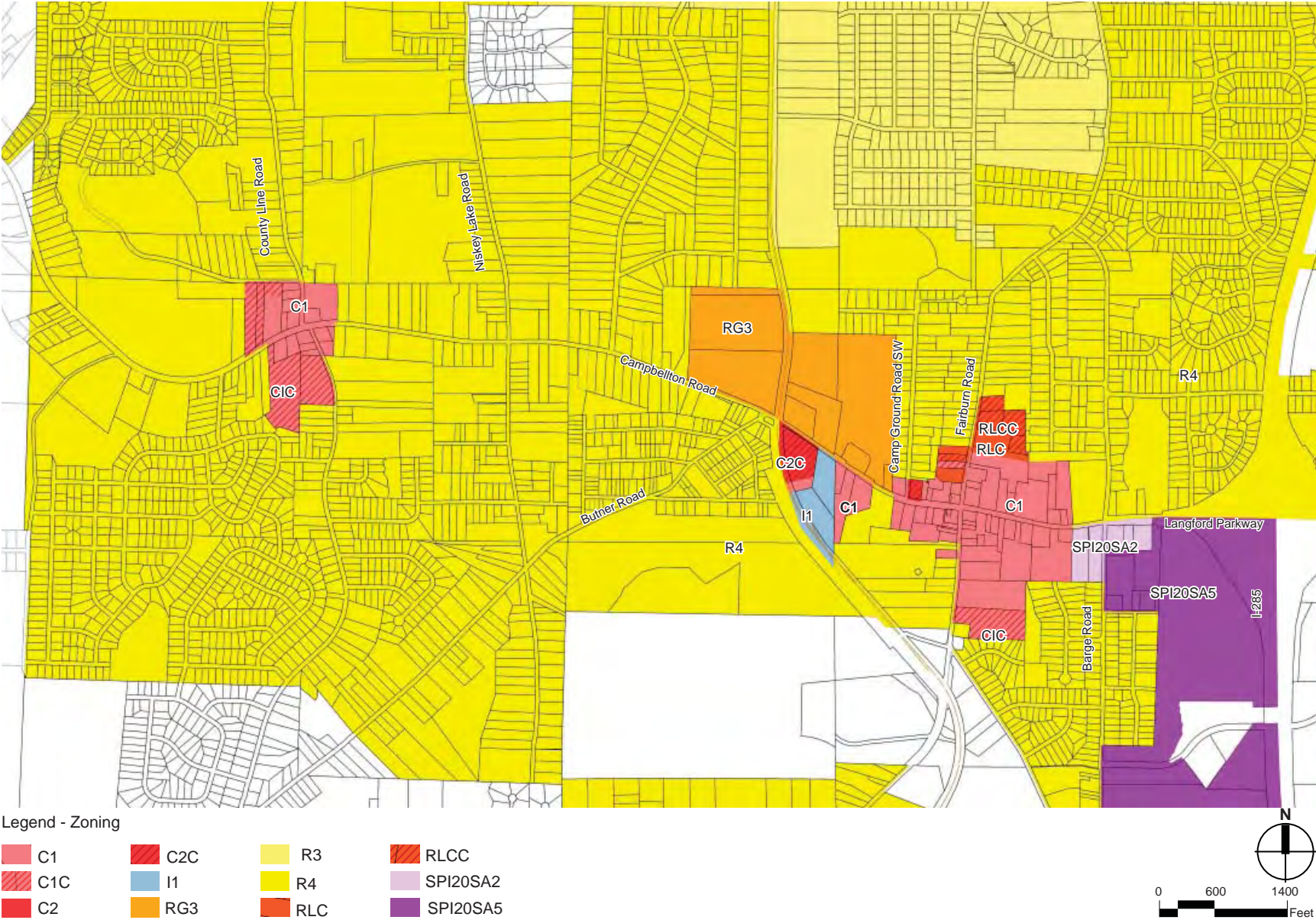
2.3.4 Current Zoning

The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The current Commercial zoning districts (C-1, C-2) may limit desired redevelopment intensity/use and do not include urban design standards, thus permitting auto-oriented commercial development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- The single-family residential area west of Butner Road will likely see future development of suburban style residential subdivisions as larger parcels are consolidated and redeveloped. The current R-4 zoning may not effectively require the needed connectivity in this area to minimize the transportation impact on Campbellton Road.

Current Zoning



Existing Conditions and Analysis

2.3.5 Transportation Analysis

Road Characteristics

Designated as an urban arterial

Designated as State Route 154/166

5-lanes (from Barge to Butner)

2-lanes (from Butner to Enon)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 16,200 to 24,900 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 4-2 summarizes the current and estimated future volumes by segment for the Campbellton West corridor.

Table 4-2: Campbellton West Traffic Volume

Road Segment	2005 Volume	2030 Volume
County Line to Butner	16,200	24,800
Butner to Fairburn	22,300	40,610
Fairburn to Barge	24,900	39,250

Issues:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- There is a significant difference in traffic volume east and west of Butner Road particularly in the 2030 projections with projected traffic east of Butner Road (40,000 ADT) double that west of Butner Road (24,800 ADT).

- Traffic volume west of Enon Road (9,555 ADT) is significantly lower than volume east of County Line Road (16,200 ADT). And growth in traffic volume west of Enon Road has been relatively flat in the past six years (Table 4-3).

Table 4-3: Historic Traffic Volume (Campbellton at Enon Road)

Year	Volume
1999	9,649 (actual)
2000	9,786 (estimated)
2001	10,214 (estimated)
2002	9,352 (actual)
2003	9,929 (actual)
2004	9,555 (actual)

Source: GDOT

- These distinct differences in traffic volume suggests that there is not a “one size fits all” solution to the corridor.

Existing Conditions and Analysis



Campbellton Road near the MARTA Park & Ride



Campbellton Road at intersection of Fairburn Road

Public Transit

- The Campbellton West corridor is served by several bus routes which provide transit connections to area MARTA stations.
- Route 283 – Campbellton Blue Flyer, is a limited stop express service route that connects from the Oakland City MARTA station along Campbellton Road to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, operating during peak hours only.
- Route 83 - Campbellton/Greenbriar, is the primary, regular service, bus route for the Campbellton East corridor. It runs the same route as the Blue Flyer with an additional limited service loop from the Barge Road Park-and-Ride lot, west along Campbellton Road to County Line Road. This route attracts over 5,400 weekly riders with 15 minute headways.

Issues:

- Enhancements to existing service along Campbellton Road should be considered to support transit use in corridor.
- Route 170 – Brownlee/Ben Hill, runs south from the Hamilton Holmes MARTA station via Barge Road to the Barge Road Park-and-Ride lot, then loops back north via Camp Ground Road.

Existing Conditions and Analysis

Pedestrian and Bicycle Facilities

- There are limited sidewalks on both sides of Campbellton Road from Camp Ground Road to Barge Road.
- There are no sidewalks west of Camp Ground Road except for a small section at the intersection of County Line Road.
- Key adjacent streets such as Fairburn Road and Barge Road have limited to no sidewalks.

Issues:

- Key segments of Campbellton Road and adjacent streets need sidewalks and streetscape improvements to better support pedestrian activity in the corridor.

Accidents

Accident rates for the Campbellton East corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

Table 4-4: Campbellton West Corridor Accident Rate by Segment

Segment	2003 Accident Rate/Million VMT	State Average
Enon Rd. Camp Ground Rd.	410	572
Camp Ground Rd.- Barge Rd.	2,322	572

Table 4-5: Campbellton West Accident Rate by Key Intersections

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
County Line Rd.	12	15	16	12	55
Niskey Lake Rd.	8	9	12	10	39
Kimberly Rd.	14	14	11	13	52
Fairburn Rd.	33	46	63	49	191
Barge Rd.	40	42	48	30	160

Issues:

- The segment from Camp Ground Road to Barge Road exhibited an accident rate four times the statewide average.
- The intersections of Fairburn Road and Barge Road have the highest intersection accident rates in the corridor.

Planned Future Improvements

The 2030 RTP includes several projects for the Campbellton West corridor:

- Road widening from 2-lanes to 4-lanes with a 20-foot median from Enon Road to Butner Road. GDOT has proposed this project and received strong local opposition, its completion date is set for 2030 in the RTP with no immediate funding available for construction.
- New Barge Road/Greenbriar Parkway connection. This project is being constructed currently as part of the Coventry Station development.

Existing Conditions and Analysis

- The City of Atlanta Sidewalks Around Schools Program includes building sidewalks on Niskey Lake Road from County Line Road to Campbellton Road. This project is scheduled for completion in 2007.

Key Transportation Issues

- Where possible, make vehicular improvements at key intersections to improve accessibility, specifically at Fairburn Road, Barge Road, Niskey Lake Road, and County Line Road.
- Evaluate potential modification of proposed 4-lane widening in order to define a locally supported solution.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks, on corridor and adjacent streets.
- Improve and extend existing bike routes
- Improve transit service including bus stop amenities and efficiency

Existing Conditions and Analysis

2.3.6 Market Overview and Development Strategy

Demographics

The Campbellton West area is the smallest of the three corridor areas in terms of population size, with 8,516 residents in 2005, but it is expected to grow by 4.8% over the next five years, which is the fastest growth rate in the Study Area. The residents of West Campbellton typically work in professional or managerial occupations and earn significant incomes, with a household median income of \$57,468, versus \$44,710 for the city as a whole. The residents are more likely to live in households headed by married couples and 70.3% are homeowners. The demographics of Campbellton West reflect the recent pattern of significant single-family development which is bringing an increasing number of middle class and more affluent households into the area, attracted by the many new subdivisions providing a wide range of housing choices.

Recent & Proposed Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

Cascade Road and Camp Creek Marketplace – The established commercial corridors on Cascade Road north of Campbellton Road and Camp Creek Marketplace with over 1 million square feet of new retail development several miles to the south, limit the opportunity for a large-scale retail development along Campbellton Road. Many of the major retailers who would otherwise be candidates for Campbellton West have already located in these two competitive areas including: Target, Publix, Kroger, and Kohl's.

Coventry Station – Priske-Jones Southeast is developing 134 acres of undeveloped land along the western edge of I-285,

south of Campbellton Road. Their development, Coventry Station, will have 200 townhomes, 94 single-family homes, 166 senior apartments, as well as rental apartments. There will also be 30,000 square feet of office and retail space located on Greenbriar Parkway. Coventry Station will have a northern entrance on Barge Road directly south of the existing commercial area on Campbellton Road.

Notting Hill at Arlington – The residential subdivision has just been completed by Anchor Signature Homes and consists of 76 townhomes south of the intersection of Campbellton Road and County Line Road. The units range between 2 and 3 bedrooms with 1.5-2.5 baths. The amenities include a swimming pool and nature trails. Prices range from \$130,000 to \$150,000 per unit.

Strengths:

- The area is one of the fastest growing areas in the City of Atlanta.
- The area is attracting an increasing number of middle-class and affluent residents, as part of a vibrant residential market in Southwest Atlanta/South Fulton County.
- The area offers excellent regional access to the substantial job concentrations at the airport, Cobb County, Downtown/Midtown and Fulton Industrial.

Issues:

- The entrance to the area on Campbellton Road from I-285 presents a jumble of old shopping centers, vacant stores and unplanned commercial development which does not reflect the incomes and character of the surrounding residential areas.
- Commercial momentum has shifted to the north on Cascade Road and to the south at Camp Creek

Existing Conditions and Analysis

Marketplace on Camp Creek Parkway. Residents of the area report that these two areas are attracting a large portion of their retail purchases.

Suggested Market Development Strategies

Based on our assessment of the area's demographics and market performance the following strategies for the future development of the area are suggested:

1. **View the development of Campbellton West as distinct from Campbellton East** - I-285 is both a physical and psychological barrier which separates the two areas. Residents of West Campbellton indicated that they primarily look north and south for their retailing options rather than eastward to Greenbriar and the surrounding development. In addition, traffic volumes indicate there is substantial commuter traffic using Campbellton Road as the access route from the adjacent neighborhoods and further west into unincorporated Fulton County.
2. **Link/redevelop the existing Fairburn/Barge Road retail developments to create a new Ben Hill Village commercial center** - create a continuous retail and commercial area linking these two areas together into a new commercial village. Focus the retail on:
 - Convenience goods
 - Local services/professional services
 - Civic and religious uses
 - Better linkages to MARTA and regional transportation network
 - Intersperse with townhouses and other residential
 - Create a different experience than Cascade Road, Camp Creek Marketplace or Greenbriar Mall, it should be a pedestrian-friendly village atmosphere
3. **Creating an appealing identity for the village** - the consensus of the charrette groups was to build on the well-established Ben Hill identity, and extend to the entire area. This would become the “brand” for the area and be used in all marketing efforts to area consumers. It was also important to provide a symbolic gateway into the area from I-285, through special gates, lighting, clock tower, public art, etc.
4. **Allow Infill Residential on West Campbellton Road** - encourage new residential development and preserve existing residential along West Campbellton Road between Fairburn and County Line Roads to create the critical mass at the new Ben Hill village and prevent the further sprawl of commercial along West Campbellton. The new residential development could be at higher densities than the single-family detached housing which typifies the area, and could include town houses, elderly housing and some limited stacked lofts.
5. **Limit the commercial development at County Line Road** - while this area is and will continue to experience significant pressure for additional commercial development to serve the burgeoning residential areas which surround it, the community expressed a strong interest in seeing the commercial activities at this critical intersection remain small in scale and limited in total size. This area should not be allowed to grow to a level that it will compete with Ben Hill Village.

Existing Conditions and Analysis

2.4 Campbellton East

2.4.1 Corridor Overview

Campbellton Road is an important east-west corridor in Southwest Atlanta connecting from the Oakland City MARTA station to Greenbriar Mall and I-285. The corridor runs along a well-established collection of neighborhoods and historically served as the community's primary business and commercial destination.

Significant Features

Fort McPherson is located on the eastern end of the corridor and while an important employment center, literally turns its back to Campbellton Road and the surrounding neighborhoods. Its closure and potential redevelopment represents a major opportunity for the revitalization of the corridor.

Campbellton Plaza Shopping Center, developed in the 1950s, is one of Atlanta's first commercial strip centers. It serves as the anchor of commercial development around the Delowe Drive intersection. While still an active retail center, this site represents a potential redevelopment opportunity based on its age and condition.

The **Adams Park Library** and the Southwest Atlanta YMCA, located across the street from each other, are important and active community resources. The YMCA is currently undergoing a significant renovation and expansion.

Adams Park and **Alfred "Tup" Holmes Memorial Golf Course** are unique public amenities for the area and could be made more accessible to the community via better pedestrian connections.

Mt. Carmel Baptist Church is located on the western end of

the corridor and is a prominent religious and civic institution in the area. This church is playing an active role in the area's revitalization and can play a key role in the redevelopment of the Campbellton East corridor.

The **Oakland City and Lakewood/Fort McPherson MARTA stations** on the eastern end of the corridor provide valuable nearby access to regional transit.

Existing Conditions and Analysis

Corridor Overview



Land Use Key

- | | |
|---------------------------------------|--------------------|
| Commercial & Multi-family Residential | Institutional |
| Single Family Residential | Tree Cover |
| | Park or Open Space |

Note: This map represents a generalized "portrait" of existing land use patterns for the purpose of identifying major features of the corridor. Specific Existing Land Use, Zoning & 15-Year Future Land Use maps are provided on the following pages

Existing Conditions and Analysis

2.4.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

Issues:

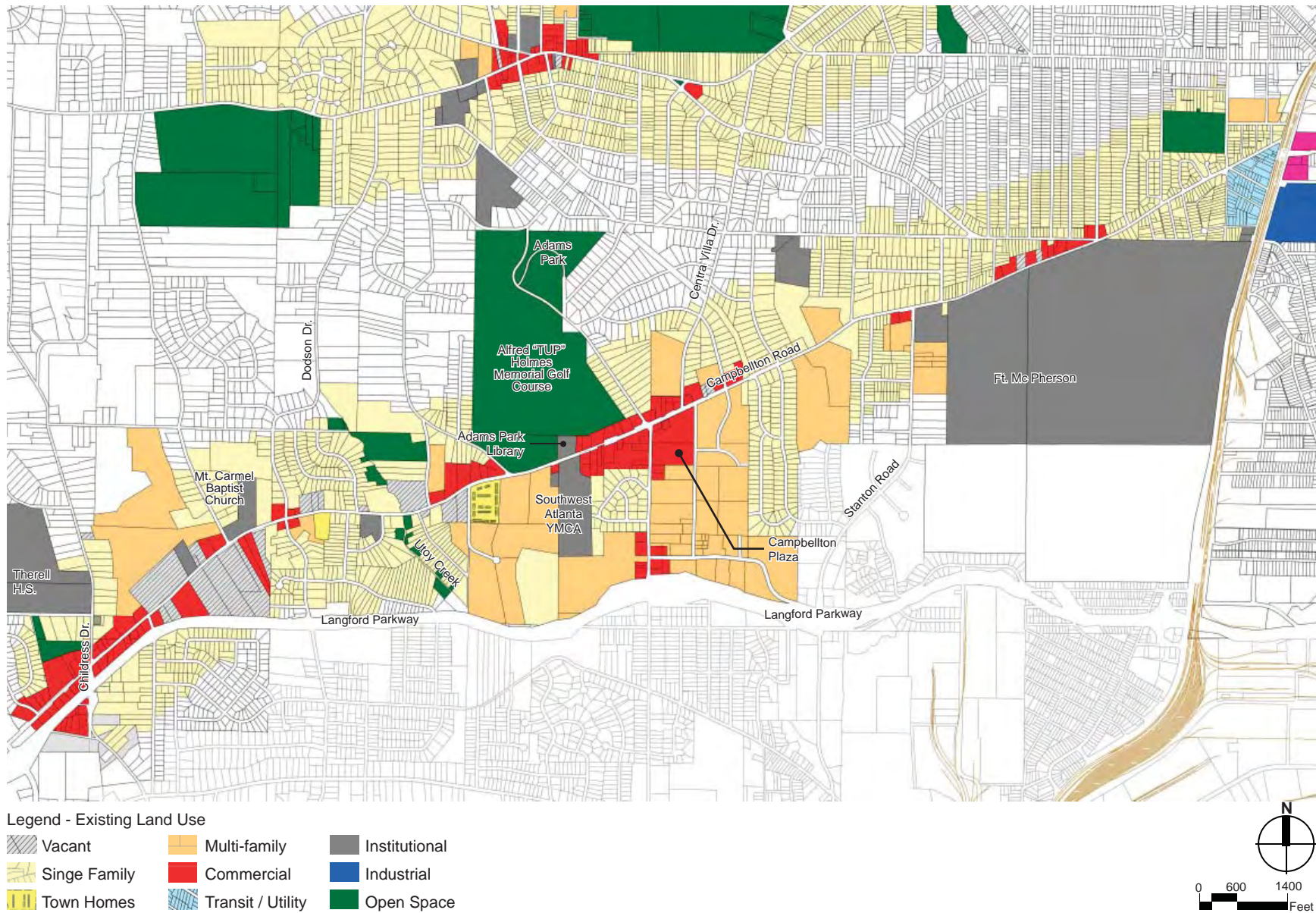
- Single-family homes (neighborhoods) make up over half of the corridor's area. In many cases these neighborhoods front directly on Campbellton Road creating distinct residential segments. These neighborhoods are critical to the successful revitalization of the corridor.
 - Multi-family land use makes up 16% of the corridor's area and is the next largest category after single-family. A large portion of the multi-family housing is concentrated in the Delowe Drive area and is aging and likely ready for redevelopment.
 - Commercial land use, primarily strip retail, makes up almost 10% of the corridor area. The bulk of this commercial area is concentrated in the Delowe Drive area with smaller concentrations at Dobson Drive and Venetian Drive.
 - Open space makes up 5% of the corridor area, located primarily in the Holmes Memorial Golf Course and parcels along Utoy Creek.
 - Ft. McPherson, located on the eastern portion of the corridor, holds significant frontage along Campbellton Road and its future redevelopment will be a valuable opportunity for the corridor.
- 5% of the corridor's land use has been identified as vacant. A primary location of this vacancy is the former Kia dealership property just west of Harbin Road. This is a key location for redevelopment.

Table 5-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single-Family	52%
Townhome	1%
Multi-family	16%
Mixed Use	0%
Commercial	9%
Institutional	4%
Office	0%
Industrial	0%
Open Space	5%
Transit/Utility	1%
Federal (Ft. McPherson)	7%
Vacant	5%

Existing Conditions and Analysis

Existing Land Use



2.4.3 15-Year Future Land Use

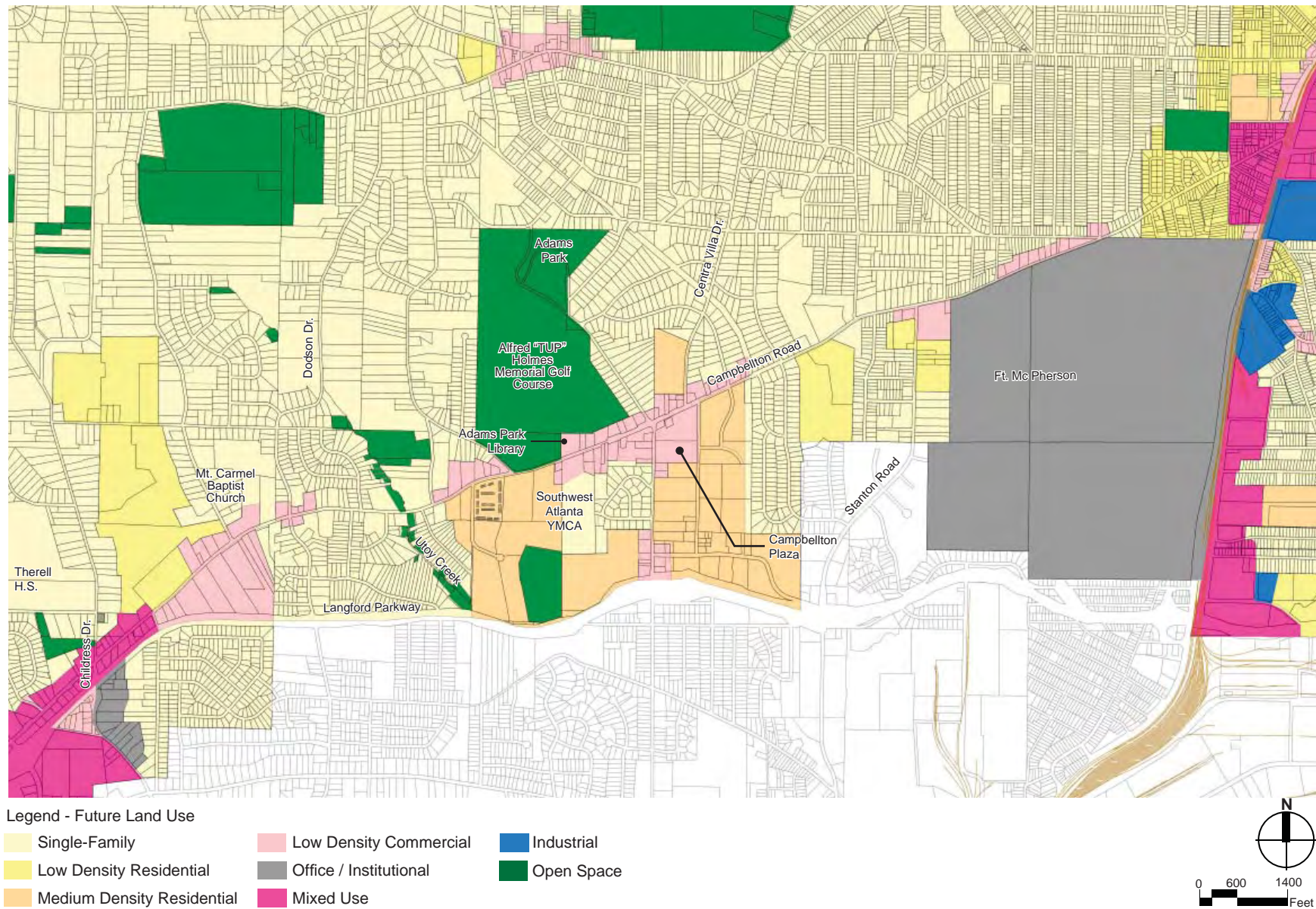
The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the City. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

- Significant portions of the corridor are designated as Single-Family and Low Density Residential consistent with the pattern of existing residential neighborhoods and the plan will seek to protect these areas from commercial encroachment.
- The commercial areas in the corridor are designated as Low Density Commercial. These areas may require future land use changes to support more intensive mixed-use development, specifically the commercial area around Delowe Drive. As an example, areas along Lee Street and Campbellton Road, west of Maxwell Drive have already been designated as Mixed Use.
- Important parcels along Utoy Creek have been dedicated as open space. This is a unique greenway corridor and should be extended to the Cascade Springs Nature Preserve.

Existing Conditions and Analysis

15 Year Future Land Use



2.4.4 Current Zoning

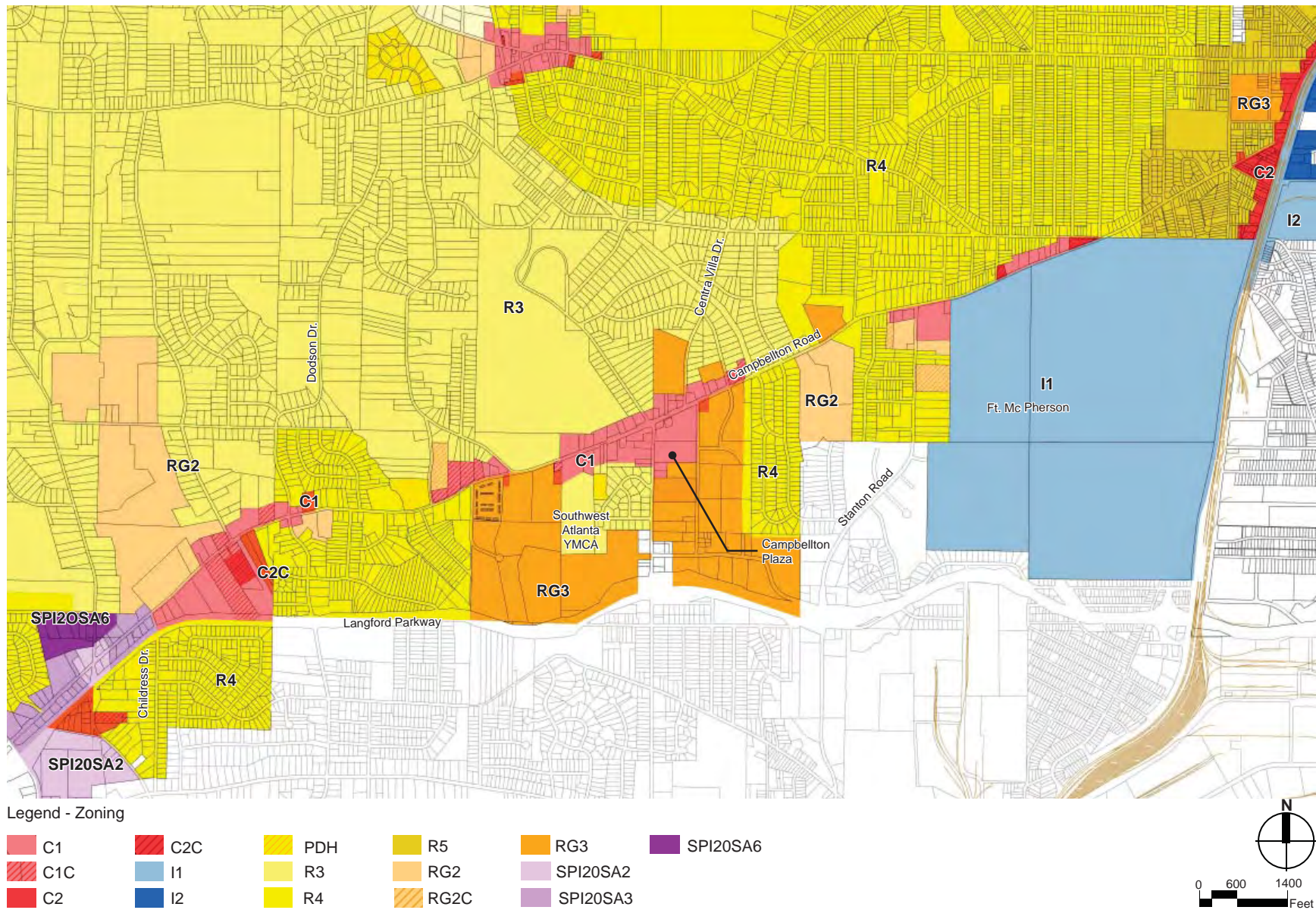
The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The current Commercial zoning districts (C-1, C-2) may limit desired redevelopment intensity/use and do not include urban design standards, thus permitting auto-oriented commercial development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- In some cases, such as the vacant commercial land at Harbin Road, the redevelopment plan may suggest new uses that require an appropriate mixed-use zoning designation.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development that places parking lots along the street and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.

Existing Conditions and Analysis

Current Zoning



Existing Conditions and Analysis

2.4.5 Transportation Analysis

Road Characteristics

Designated as an urban arterial

Speed limit: 35 mph (Oakland to Wells), 40 mph (Wells to Maxwell)

5-lanes (from Maxwell to Dobson)

2-lanes (from Dobson to Willis Mill)

5-lanes (from Willis Mill to Timothy)

2-lanes (from Timothy to Venetian)

4-lanes undivided (from Venetian to Oakland)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 9,300 to 15,000 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 5-2 summarizes the current and estimated future volumes by segment for the Campbellton East corridor.

Table 5-2: Campbellton East traffic Volume

Road Segment	2005 Volume	2030 Volume
Maxwell to Dodson	9,300	10,250
Dodson to Willis Mill Rd.	9,700	12,750
Willis Mill Rd. to Delowe	9,900	15,260
Delowe to Centra Villa	12,000	15,260
Centra Villa to Fort Valley Dr.	13,400	17,750
Fort Valley Dr. to Stanton	13,400	17,750
Stanton to Venetian	12,800	18,440
Venetian to Oakland	15,100	29,300

Issues:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- Overall there is a relatively low volume of traffic on this corridor given its general 5-lane cross section. Over half of this corridor (from Maxwell Drive to Delowe Drive) has less traffic volume than on Cascade Avenue.
- 2030 traffic projections anticipate a relatively flat growth in traffic from Maxwell Drive to Delowe Drive.
- 2030 traffic projections for the Venetian to Oakland segment show a doubling of volume in 25 years but should be considered within the context of historic traffic volumes for this segment which show a slight decrease in volume over the past 5 years. (Table 5-3)

**Table 5-3:
Historic Traffic Volume (Campbellton at Venetian)**

Year	Volume
1999	14,008 (actual)
2000	11,929 (estimated)
2001	12,161 (estimated)
2002	13,991 (actual)
2003	13,279 (actual)
2004	12,797 (actual)

Source: GDOT

Existing Conditions and Analysis



Two lane section of Campbellton Road



5- Lane section of Campbellton Road near Harbin Road

Public Transit

- The Campbellton East corridor is served by several bus routes which provide transit connections to area MARTA stations.
- Route 283 – Campbellton Blue Flyer, is a limited stop express service route that connects from the Oakland City MARTA station along Campbellton Road to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, operating during peak hours only.
- Route 83 - Campbellton/Greenbriar, is the primary, regular service, bus route for the Campbellton East corridor. It runs the same route as the Blue Flyer with an additional limited service loop from the Barge Road Park-and-Ride lot, west along Campbellton Road to County Line Road. This route attracts over 5,400 weekly riders with 15 minute headways.
- Route 81 – Venetian, runs through the neighborhoods north of Campbellton Road from the West End MARTA station to the Campbellton Plaza shopping center at Campbellton Road and Delowe Drive.
- Route 66 – Lynhurst/Greenbriar, runs south from the Hamilton Homes MARTA station south to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, crossing Campbellton Road at Mt. Gilead Road.

Issues:

- Enhancements to existing service along Campbellton Road should be considered to support transit use in the corridor.

Existing Conditions and Analysis

Accidents

Accident rates for the Campbellton East corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

Table 5-4:
Campbellton East corridor Accident Rate by Segment

Segment	2003 Accident Rate/Million VMT	State Average
Oakland to Stanton	661	572
Stanton to Delowe	1,360	572
Delowe to Dobson	732	572
Dobson to Maxwell	173	572

Table 5-5:
Campbellton East Accident Rate by Key Intersection

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
Venetian Drive	7	6	11	7	31
Centra Villa Dr.	9	12	10	4	35
Delowe Dr.	15	18	14	13	60

Issues:

- The segment from Stanton Road to Delowe Drive exhibited the highest accident rate in the corridor at over twice the statewide average.
- The intersections of Centra Villa Drive and Delowe Drive have the highest intersection accident rates in the corridor.
- The recently constructed 5-lane segment between Dobson Drive and Maxwell Drive exhibited a relatively low accident rate.

Existing Conditions and Analysis

Planned Future Improvements

The major planned project for the Campbellton East corridor is the widening of the remaining 2-lane segments to 5-lanes. While this project is under design by the City, its completion date is set for 2030 in the RTP with no immediate funding available for construction.

Key Transportation Issues:

- Where possible, make vehicular improvements at key intersections to improve accessibility, specifically Delowe Drive and Centra Villa Road.
- Need pedestrian facilities and turn lane improvements on remaining 2-lane segments.
- Manage cut-through traffic in neighborhoods (traffic calming)
- Need to improve signage and pavement markings where road transitions from 2 to 5 lanes.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks, on corridor and adjacent streets.
- Improve and extend existing bike routes
- Improve transit service including bus stop amenities and efficiency of service.

Existing Conditions and Analysis

2.4.6 Market Overview and Development Strategy

Demographics

The Campbellton East corridor runs along a well-established collection of residential neighborhoods. The residents of Campbellton East have a demographic profile that distinguishes them from the two other Study Areas. The current 17,166 residents are expected to grow by 4% over the next five years. The population of the area is young, averaging 31.7 years old with larger households than the other two corridor Study Areas and significantly more single-parent households. Given the young age of the population, they are predominantly renters (62.2%) and have very modest incomes, with a median household income of \$27,022, which is significantly below the Atlanta median household income of \$44,710.

Recent & Proposed Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

The Villages of East Point – The Villages of East Point is a planned residential community located on Stanton Road just south of Campbellton Road and is currently under construction featuring homes from four different single-family builders. In total, there will be approximately 240 townhomes and 132 single-family homes. In addition, a major new rental apartment project has been incorporated into the residential mix of the project.

Proposed Townhomes – Ronald Dupree and Vinson & Associates are proposing to develop a townhome community of approximately 128 units on 10 acres on an undeveloped parcel on Campbellton Road, on the northeast corner of the Maxwell Drive intersection. Currently the property is in the process of rezoning from commercial to residential (RG2).

Strengths:

- The major economic anchors of the area are undergoing transition—Fort McPherson is scheduled for closure under the BRAC process, Greenbriar Mall is in final negotiation for new ownership, Lakewood Fairgrounds has been announced as a major redevelopment location, and The Villages at East Point is bringing a major new mixed-use residential development into the area.
- New residential development is occurring throughout the area and is demonstrating the continuing appeal of the area as a residential location.
- Strong collection of civic uses and parks including; several churches, the Southwest Atlanta YMCA, the Adams Park Library, Alfred “Tup” Holmes Memorial Golf Course, Adams Park, etc.

Issues:

- Continuing uncertainty about the future of the area due to the changes occurring at the major economic anchors, as noted earlier.
- High retail and multifamily vacancies at present.
- A weakened retail market due to over development of retail space, and a market shift from being a region-serving retail destination to a more community-based retail center.
- Comparatively low homeownership rates and modest incomes of the area's households that are less attractive to retailers and new development.

Existing Conditions and Analysis

Suggested Development Strategies

Based on our assessment of the area, the following development strategies are suggested:

- 1. Concentrate commercial development at two key nodes—**
 - Campbellton Road/Delowe Drive - create a commercial mixed-use village
 - Campbellton Road /Mt Gilead Road (Westgate) - redevelop existing retail center into a community-serving retail center.
- 2. Campbellton Village at Delowe—encourage the redevelopment of this commercial node into mixed-use village by:**
 - Creating new streets and blocks to structure redevelopment and maximize access.
 - Allow more intensive and mixed-use development of existing commercial areas.
 - Thin-out the substantial inventory of vacant apartments surrounding the retail centers.
 - Encourage in-fill development of townhouses and stacked condominiums on the former apartment sites to increase homeownership in the area.
 - Strengthen community services and institutions in the area.
 - Concentrate/improve MARTA connections at the village core.
- 3. Encourage the redevelopment of Westgate Shopping Center—**as a gateway to the rapidly emerging residential areas to the north of Campbellton Road. Include this area in the Campbellton Road TAD.

- 4. Convert vacant automotive uses/commercial uses to moderate density residential—**assemble and convert the largely vacant commercial land near Harbin Road (former Kia Dealership) to mixed-use residential.
- 5. Encourage development of senior housing—**by area churches with a major presence on Campbellton Road.
- 6. Create a pedestrian friendly streetscape along northern boundary of Fort McPherson—**strengthen surrounding residential areas by softening the edge with Fort McPherson—discourage strip commercial uses, reconnect street grid with residential areas to the north, preserve the residential character of Campbellton Road up to connection with the new “village” at Delowe Drive.
- 7. Provide a unifying streetscape along Campbellton Road—**link the development areas together and lessen the visual impact of the existing commercial clutter along the right of way.